

18, 1934

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

VOL. CLXVI, No. 4

NEW YORK, JANUARY 25, 1934

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ACROSS THE SQUARE

ON ONE side of Independence Square is the famous old State House, where the Declaration of American Independence was signed in 1776. Principles of independence still radiate from this Philadelphia neighborhood, for across the square stands the home of The Penn Mutual Life Insurance Company.

This institution is helping hundreds of thousands of American citizens along the road to financial independence. Their lives are insured for more than two billions of dollars.

Since 1847 The Penn Mutual has pioneered in making life insurance a financial force increasingly practical and adaptable to the living needs, spending needs and saving needs of the people.

N. W. Ayer & Son, Inc., shares with The Penn Mutual Life Insurance Company a sense of pride in a Philadelphia origin, background and location. From our business home across Washington Square, it is our honor to interpret, through national advertising, Penn Mutual's constructive attitude towards life and life insurance.

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

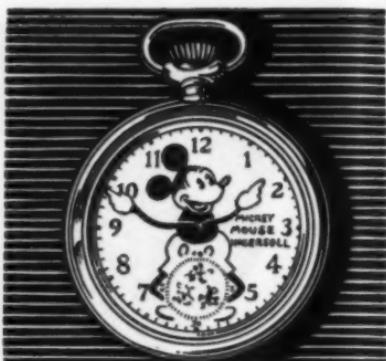
AN ILLUSTRATION OF The *Interrupting* Idea

Mickey Mouse's hands on the dial of an Ingersoll Watch

now point the time for more than a million youngsters. Ingersoll's Mickey Mouse Watch was introduced less than 8 months ago. Pre-Christmas found stores and jobbers pleading in Morse code for preferential shipments. Factory production is still at peak.

Mickey Mouse is Walt Disney's, the timepiece is Ingersoll's—but the inspiration for animating the hands was the Interrupting Idea. It is a good illustration of Federal's way of working. Sound advertising and merchandising succeed not only in making themselves noticed but speedily focus attention on the product itself.

The promotion program for this Mickey Mouse Watch is creditable and interesting. We shall be glad to tell you about it. Even more interesting to you, however, may be the development of a true Interrupting Idea for your own product. May we try?



FEDERAL ADVERTISING AGENCY, Inc.

444 MADISON AVENUE • ELDORADO 5-6400 • NEW YORK

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Vol. CLX
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PRINTERS' INK

NEW YORK, JANUARY 25, 1934

This Week

WHEN an argument reaches the point at which the opponents, muttering to their respective selves, go scurrying to dictionaries, the time has come for the referee to adopt one of two courses: (1) He may assume that the antagonists have misunderstood each other from the beginning, and so he may start them all over again; or (2) he may say, "Let's drop it and play anagrams." For weeks we've been harboring a sort of dog fight over the **true function of a space buyer**. It all started when Stuart Peabody, of Borden's, stood up to offer a few observations on how advertiser, agency and publisher might co-operate more co-operatively; and, stirred up by Mr. Peabody, many have risen to agree or to disagree.

Now comes one—a former space buyer—to say that Mr. Peabody is just about 100 per cent right, which is as right as any man can be without becoming a downright nuisance. And this one bangs right off with a citation from Funk & Wagnalls in which he discloses, to the amazement of all of us, just what *function* means. He suggests also, in a salty sort of way, that maybe it's time to adjourn the discussion and do something about the situation.

* * *

There's a bit of a bite, also, in the words of another agency executive on another subject. Under the title, **Grand Opera, Symphonies and Cigarettes**, Frank Finney, of Street & Finney, quotes, not Funk & Wagnalls, but Mark Twain and Mae West. If, without doing him too much violence, we may paraphrase Mr. Finney, his idea, broadly, is this: Socially, it may be a swell idea to educate

the masses to Wagner, but, practically speaking, it's a goofy notion to team that effort with the practical, brass-tack advertising job of popularizing humble merchandise to *hoi polloi*.

* * *

Aside, however, from these two outbreaks, the week seems rather quiet. True, one of our authors concludes his opening paragraph with a challenge; but it isn't *his* challenge. Rather, specifies Wilson Compton, chief of trade associations under the NRA, it is the challenge that NRA presents to industry and public service. With the challenge out of the way, Mr. Compton goes on to explain, calmly and clearly, **industry-planning under NRA**.

* * *

But, speaking of fights and so on, in a recent editorial we suggested that while the dead cats were flying around Capitol Hill, it might be well for sales and advertising to hang out a sign reading: **BUSINESS GOING ON DURING ALTERCATIONS**. We rather liked that line. So, apparently, did our readers. Many of them have taken it to heart; and, although we really did not expect the line to take effect so soon, we are gratified to report that, even with Congress in session, quite a few business enterprises have rolled up their sleeves and are digging right in. For instance:

William Best, vice-president of General Cigar, outlines his company's merchandising policy for 1934—**stressing quality appeal of low-priced articles**.

Club Aluminum revamps its selling plan to the end that it may develop **retail outlets**.

The Pan Harmonic Manufactur-

ing Company, subsidiary of the Smith Cabinet Manufacturing Company, steps out to sell a high-priced unit through selective distribution.

Reaching out for attention, American Bemberg takes a cue from newspaper editors and turns to a campaign of **news copy in business papers.**

Still peaceable, we concern ourselves with Problems. An agency's vice-president points out that **branded beer has met an obstacle.** How may we measure, accurately, our sales markets? Raoul Blumberg, promotion manager of the Washington *Daily News*, prescribes methods for scrutinizing **rubber yardsticks** and the always-important question: **How shall we write letters to dealers?**

is answered by B. F. Berfield.

And finally, under the heading of problems, we pose this question: **What is the manufacturer to do about the department store?** Last week's annual convention of the National Retail Dry Goods Association, reports W. B. Edwards, "clearly indicated that although new economic circumstances will lead to important revisions in the merchandising plans of manufacturers, the **department store will continue along its merry way, sacrificing everything to volume.**" Branded merchandise will be sacrificed, and so will quality. But Dr. Paul H. Nystrom warned the retailers that unless they can cut operating expense below 30 per cent, "the beginning of the decline of department stores is at hand."

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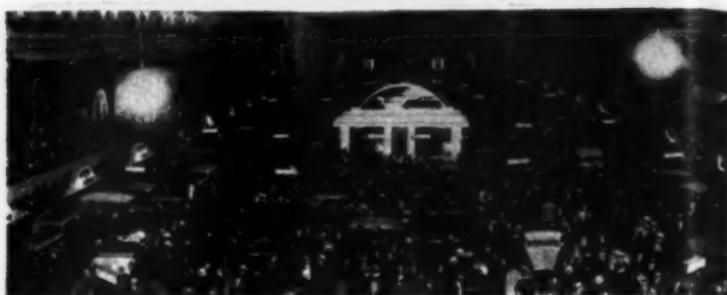
Supremacy

LAST year The New Yorker enjoyed advertising supremacy in 15 advertising classifications: men's wear; women's wear; cigars, tobacco and smoking materials; toilet preparations; jewelry, watches and clocks; liquor, beer; other beverages; musical instruments; department stores; New York City retail shops; hotels and resorts; New York City restaurants; travel; luggage; real estate. In 4 of these classifications The New Yorker attained the lead for the first time.

Extraordinarily catholic, The New Yorker, in its ability to accomplish so superlative an advertising achievement in such diverse lines of merchandise.

The reason, of course: The New Yorker is read alike by men and women; and avidly by both.

THE
NEW YORKER
25 WEST 45th STREET
NEW YORK CITY



Milwaukee Auto Show Goes Big!

DURING the first six days of the Milwaukee Auto Show, 102,016 people paid admission—40,000 more than the total for the entire eight days of the show last year.

Exhibitors report more orders and requests for demonstrations than in many years. For six months new car sales in Milwaukee have tripled the volume of the previous year.

Here's more evidence that Milwaukee is a good spot for increased advertising in 1934—and the paper to use is clearly indicated by The Journal's feat of carrying 71% of the total automotive lineage in all Milwaukee papers.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

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Let's Quit This Arguing about Space Buying

HERE comes one who was for many years a space buyer and agency executive. He presents a valuable thought, to wit: that discussion about space buying should be adjourned for a while and something actually done about it. Out of his experience he sets down seven principles which he thinks would do the work. "I certainly started something when I made my opening remarks* on this subject," Stuart Peabody writes *PRINTERS' INK*. He did.

By a Former Space Buyer

YOU may or may not care what I think, but Stuart Peabody is pretty close to being 100 per cent right when he says that space buying most certainly is the function of the advertising agency. However, before we accept this premise too quickly, or take it too seriously, we should be certain that we know exactly just what we mean by the word "function."

Funk & Wagnalls Standard Practical Dictionary gives seven definitions of the noun "function," including these four:

1. Any specific power of acting or operating that belongs to an agent.
2. One's appropriate or assigned business, duty, part, or office.
3. The proper employment of faculties or powers.
4. Action; doing; producing.

The agency is fully familiar with this word "function" if you will consider only the definitions 1, 2, and 4, but how in the world could three such nice gentlemen as Mr. Peabody, Max Hacker and "Space

Salesman" get into such an argument if every single one of them was fairly sure in his own mind that the agency "was doing right by our Nell" when it comes to recognizing fully that there still remains a very very important definition after you have accepted 1, 2, and 4.

Because the agency has, however, in entirely too many instances, elected to quite completely ignore the existence of any such definition as Number 3, isn't there some likelihood that all of us are rapidly approaching a time when the advertiser is apt to get sick and tired of this continual argument—for which he is paying—and in order properly to afford some measure of protection to his rapidly dwindling appropriation, take over this function which very very properly belongs just where Stuart Peabody says it belongs?

And then some space buyers and space salesmen—though probably not Max Hacker and "Space Salesman"—are going to be right on top of a very hot spot, because the advertiser, now beginning to recognize somewhat that quite a little bit of foolishness has been going on with his serious money, will take the trouble to go out and get the real low-down.

Arguments are healthy things only when they tend to improve situations or conditions, so let's consider for the moment just how long this argument over space buying and selling has been going on. "Space Salesman" admits there was

* "Space Buyer for Each Principal Account, Is Borden Idea," by Stuart Peabody, *PRINTERS' INK*, December 7, 1933. "Space Can Be Bought without Wasting Time," by Max Hacker, December 21, 1933. "An Open Letter to Max Hacker," By a Space Salesman, January 11, page 56.

MRS. SOUTHBY-NORTH HAS LEARNED TO SMOKE



MRS. SOUTHBY-NORTH (née Wiggin) has finally decided to smoke. She never used to. Even when she went to boarding school. It wasn't until recently, when she married Mr. Southby-North, that she took up smoking. Of course she smokes his brand, the brand she practiced on.

It follows inevitably that if you wish to sell Mrs. Southby-North you ought, at the same time, to convince the shadow who stands behind her when she buys. The shadow of Mr. Southby-North, who has his own ideas.

To be sure, many women have taken advantage of the Emancipation Proclamation as far as cigarettes are concerned. But that does not solve the advertiser's problem.

In either case he must woo and win both sexes in the household to do a maximum business. And that is true of everything from cigarettes to trips abroad and from soap to automobiles.

One way to win this dual approval is to advertise in magazines the men reads. And at the same time advertise in magazines the women reads.

Or you can pay less than half that amount and advertise in a magazine they both like to read—Redbook (650,000 copies guaranteed—Advt.).

Each thousand copies of Redbook are read by 1480 women and 1420 men. And now a \$2.00 value book-length novel is printed complete each month in Redbook plus the regular stories, articles and features.

In Redbook, your advertisement pulls for months after the date of issue

long after the death of those magazines whose existences are measured in days and weeks. And you make both sexes—men and women—in less than you pay elsewhere to make one sex alone.

Send the family and you sell all. Redbook Magazine, 230 Park Avenue, New York City.



MR. PHILIP CIBBIE: "THE CROSS OF PEACE" is Redbook's January monthly. The month prior to the cover on the pages of Redbook are on sale at \$2.00 each. The value is in addition to Redbook's regular features.

THE SHADOW OF A MAN STANDS BEHIND EVERY WOMAN WHO BUYS

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING

NEW YORK



"Good idea Redbook has for showing how husbands influence the buying habits of women."

"Oh, yes—that 'shadow of a man' series. Who writes it?"

"B B D O."

of those maga-
zines are measured
And you need
of women — in
everywhere to read

ad you sell ad.

230 Park Av-

CROSS OF PEACE
of the month past
Check over on site &
Admission to Bobbs

Y9

something for the A.A.A.A. or the A.N.A. to argue about well over ten years ago, and I can take him back a few years beyond that. And I ask you, gentlemen, now to just take a good look around and see what you think has been done about it in just this space of time.

Nothing Much Has Been Done About It

Evidently very little or nothing, for it has not been a great deal over a year since Lee Bristol at an A.N.A. meeting gave all space buyers—or perhaps I should have said nearly all—the sleigh ride of their young lives, and on the same sleigh sat a few agency principals. If I recall correctly, O. C. Harn did pretty much the same thing just a few years previous. And now as late as December 7, 1933, PRINTERS' INK says "Neither buyers nor sellers of space are satisfied with the way the party at the other end of the transaction does things."

But you say "They are all wrong." Perhaps; but isn't it strange then that several large and prominent publishers have during the last two years made the rather general statement to many people that they did not know of a single situation in the country where the major executives of the agency did not take advantage of every possible opportunity to over-ride the decisions made by their media men; or else dictate rather generally just what these media men can and cannot do?

If such an accusation is true, then the situation is getting worse instead of better; for "Space Salesman" says that the A.A.A.A. or A.N.A. questionnaire of ten years ago showed at least four agencies "where we felt that space buyers were actually buyers of space."

It is entirely possible that situations may arise where it is just a little more advantageous for the agency to buy space for the agency rather than for the advertiser. On the other hand, Watson, where no ulterior motive enters, there are very good and sound reasons why these major executives over-ride their media men. One is that in some cases they have a much better

idea of what the advertiser actually needs than do these media men.

Now just a minute Max! Keep your shirt on. It's really no fault of yours, nor is it the fault of a lot of you fellows who are sincerely trying to handle one of the toughest spots in the agency business. Let me tell you a secret:

It's the fault of "Space Salesman," and I say this with all due respect to another who is trying to solve a tough problem. He keeps you so busy studying A.B.C. statements, Starch Studies, Gallup Surveys, Media Records, presentations, "I want you to meet our publisher," etc.; or "now let me tell you about that time I made a hole in one"; and talks to you so long about what liquor he has found good at a low price, that you simply just do not and never will find sufficient time to get away from everything and everybody and determine honestly right down in your heart if you really would take your own money right out of your own pocket or pay check and spend it as you do that which comes out of some advertiser's pocket.

And what do you gentlemen think would happen in the Blackman's treasurer's office some fine morning when he was greeted by an expense slip reading about as follows: "Expenses of Max Hacker's trip out into the sticks to find out things for himself—\$495"?

Advertising Managers Not Without Guilt

I beg your pardon! Did I say the fault lay with "Space Salesman"? Really I'm sorry, for I did not mean that. I just seem to have a hunch that for years, yes many, many years, men in Stuart Peabody's position (I do not say definitely that Stuart Peabody himself is guilty) have bought space themselves, with their employer's money in things that could by no stretch of the imagination be called advertising mediums. Don't you think this has been just a little upsetting to those space buyers who have been trying diligently and conscientiously to serve such adver-

(Continued on page 96)

Jan. 25, 1934

DETOURS DEPRESSION VIA THE NEW YORK TIMES



DAVEGA
CITY RADIO

DAVEGA
CITY RADIO
SALES
DEPARTMENT
100 BROADWAY
NEW YORK CITY
TELEGRAMS: DAVEGA
TELETYPE: 2-1447

December 28, 1933

The New York Times:
Davega-City Radio has used more advertising space in The New York Times during 1933 than in any other newspaper, morning or evening.

We have found The New York Times circulation most responsive to our advertising appeals. Our chain of twenty-eight stores has sold more radios and more articles for sport use than in any other year during our entire fifty-four years of business.

A. Davega
Davega-City Radio, Inc.
V.P.

The New York Times

Three Campaigns for Canada Dry

THREE major campaigns in 1934 will constitute one phase of this year's advertising program of Canada Dry Ginger Ale, Inc. These campaigns will feature its ginger ale and sparkling water products. In addition, the company will, through the course of the year, do considerable advertising of the wines and liquors for which it is distributor.

In a bulletin outlining the program to the trade, the company points to its "glorious advertising history," covering ten years of consecutive advertising to the American public. This represents an investment of \$12,154,816.63 in newspapers, magazines and radio during that period.

The first of this year's three campaigns, starts this month. Color pages will be used in weekly magazines. In February a two and three-column black-and-white schedule

starts in two women's magazines.

A second campaign, appearing in sixteen rotogravure sections of newspapers, also starts this month.

The third campaign starts in April. Large space will be used every week through the spring and summer months in daily newspapers in from sixty to eighty cities.

In magazine and newspaper rotogravure copy there will be no great stressing of a tie-up with Canada Dry Ginger Ale and Sparkling Water with liquor.

Canada Dry Gin is now being advertised in six cities—New York, Boston, Chicago, Detroit, Los Angeles and San Francisco. The schedule for whiskey includes the same cities. It is anticipated that both schedules will be extended to include other cities as distribution is obtained. A campaign in magazines is planned for Cinzano Vermouth.

Chevrolet Drops F.O.B.

EUREKA! At last Mr. and Mrs. Public are going to be able to plan the buying of a car without any unexpected last minute "f.o.b." surprises. Chevrolet is instructing dealers to quote the delivered price to each and every prospect.

"After all," says William E. Holler, general sales manager, "the man who buys an automobile wants to know how much his car will cost him standing in front of his home. Hereafter our salesmen are

going to quote him that figure only. He will thus be spared the unpleasantness of discovering that the ultimate cost was considerably above his first expectation.

"Needless to say, this new merchandising policy was made possible only through the co-operation of our 10,000 dealers. They have been quick to concur that the new policy is fundamentally right and that we will have the support of the public as soon as it recognizes our aims."

Federer to Join Getchell

E. W. Federer, who has been space buyer of Lambert & Feasley, Inc., will join J. Stirling Getchell, Inc., New York advertising agency, in a similar capacity on February 5. He was at one time secretary of the former advertising agency of Dyer-Enzinger, Inc.

Gets Candy Account

The Gobelin Company, Cambridge, Mass., chocolates, has appointed The Church-Green Company, Boston, to direct its advertising account.

Esty Adds to Staff

Finis Farr has joined William Esty and Company, New York advertising agency, as a radio writer. He formerly was with the National Broadcasting Company. John F. Trow, Jr., has joined the Esty agency as a copy writer. He was formerly with Batten, Barton, Durstine & Osborn.

General Plastics to Mathes

General Plastics, Inc., North Tonawanda, N. Y., has appointed J. M. Mathes, Inc., New York advertising agency, to direct its advertising.

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Grand Opera, Symphonies and Cigarettes

Or, to Put It Another Way, Can High Hat Advertising Be Expected to Reach Masses?

By Frank Finney

Of Street & Finney

THESE many years I have claimed that national advertising is done unconsciously to please the pride of the advertiser rather than to sell merchandise. Now I know it, for what finer example have we right in front of our eyes than the spectacle of cigarette manufacturers using Grand Opera and symphonies to advertise a mass product to the handful of consumers who can understand, appreciate and enjoy classical music?

The Metropolitan Opera has been unable to pay expenses for a half century because the public doesn't like Grand Opera. The same thing has happened to other Grand Opera companies. And yet we find a cigarette advertiser using Grand Opera copy which fifty years of financial failure has proved unpopular.

Then consider symphony orchestras. Few if any of them have been able to survive without a "sugar daddy," because the mass public doesn't like symphonic music. And yet we find a smart cigarette advertiser using symphony copy which fifty years of financial failure has proved unpopular.

Of course the manufacturers will justify this advertising, to ease their personal pride for having selected it, by telling us that they have received more fan mail from these classical programs than ever before.

Certainly they have, for every opera and symphony "nut" extant will write in because it is their hobby and because of their "nutish" desire to have the whole public educated up to the glories of classical music. The sum total of these enthusiasts will total more fan mail, but what does it represent? Only an infinitesimal part of the buyers of cigarettes.

One of the greatest living writers of advertisements which sell merchandise without deals, samples, P.M.'s, salesmen or anything but advertisements, always writes his advertisements to an audience of one person, and that person is the humble woman who cleans up his office after hours. I wonder if this humble yet honorable person's intelligence would be able to understand, appreciate and enjoy these classical cigarette programs. And yet how near does his audience approximate the mass intelligence? At least, it is not safe to shoot copy higher than such intelligence.

Forgetting the Acid Sales Test

Of course there are advertising men who believe that our advertising audience has intelligence and should be written up to rather than down to. But those advertising men have never put their Emersonian copy to an acid sales test.

I am for the classical music programs if they can be made to pay. Personally I like Grand Opera even if Mark Twain did say that "Wagner music is better than it sounds." But when it comes to symphonies, I feel like Mae West—"You have to be half-dead to write one of them."

Of course, if the makers of cigarettes have a yearning to raise public consciousness to the lofty pinnacle of classical music, it is "a consummation devoutly to be wished for." But that could hardly be expected. One manufacturer probably got a whim-notion-hunch that a symphonic program would be "something new and different," and "something new and different," you know, is the sacred gauge by which all advertising should be measured. So the cigarette maker

Jan. 25, 1934

Jan.



NE

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NATIONA

And NO NEAP

DO you doubt that there really IS a pressure upon New York retailers which, in its certainty of sales results, *is as dependable as the tides?*

Then ask the scores upon scores of manufacturers and distributors who have pinned their faith upon the Merchandising Pressure of the NEW YORK EVENING JOURNAL and have never found it wanting.

Any Boone Man will furnish proof of the year-in, year-out, consistently profitable record of New York Evening Journal advertising . . . both in consumer response and in the *store-door pressure* which assures the hearty and productive cooperation of retailers.



NEW YORK JOURNAL

A Neverfailing Merchandising Force

NATIONALLY REPRESENTED BY - RODNEY E. BOONE ORGANIZATION

put it on and then the competing Hercules maker of cigarettes rose like Napoleon Bonaparte, and said, "I will not be outdone. I will show them something," and Grand Opera was his answer.

It is the same old story that Cyrus Curtis once told me about the *Ladies' Home Journal*. Edward Bok had just been made editor of the *Journal*. Mr. Curtis told me that editors in those days spent all their mental power fighting the editor across the street. So he sent Bok, who had been editor of *Scribner's Magazine*, all over the country calling at the homes of humble people to learn what his audience was.

Mr. Bok followed through on this program admirably and did find out what the housewives wanted him to put in the *Ladies' Home Journal*. He even had questionnaires in every issue asking his audience what they wanted him to print. He printed what they wanted and the *Journal* prospered beautifully.

I don't suppose cigarette makers would care to leave their limousines and clubs for a while and emulate Mr. Bok's methods. But it might pay. Better still, there is a way to try out a radio program and find out if it will increase sales before a billion dollars is spent on it. I don't mean to test it by fan mail or contests, for fan mail and contests prove nothing except that the advertiser is giving a popular free show that makes a "hit."

Fan mail is like giving away samples. A copy man applying for a job the other day told me that he wrote a wonderful advertisement that caused 1,350,000 people to send in for a free sample of soap. But when I asked him how much soap the advertisement sold, he didn't know. The giving away of all these samples was relied upon, theoretically, to sell a lot of soap, but whether it did nobody ever found out.

But try to get a cigarette or cigar maker to make a real sales test before he puts on a radio program or spends a million on any kind of advertisements, and you will find yourself suddenly in the midst of a frozen interview. They want to put

on a big show. They get "a kick" out of it. They've got the money to spend and they want to spend it to gratify their pride of opinion.

Why shouldn't they? It puts money into circulation and helps to give us the wonderful magazine, newspaper and radio space to advertise in. And what is true of tobacco manufacturers is also true of automobile and food manufacturers. If the advertising of some of them were really put to an acid sales test, there would be an earthquake of humiliated pride.

The Temptation to Change

One of these cigarette makers once had a wonderful radio program. It was a stroke of real advertising genius. It had the masses with it. But true to advertising practice it had to be changed.

Few advertisers can resist the temptation to change. They must change their advertisements. Why? Merely to please themselves. They look upon advertising as a big show, and a show must change its scenery.

But I have learned from bitter experience that advertising is not a show to entertain the public. It is a prosaic force for selling merchandise and when an advertisement is found that sells at a profit on the cost of the space, it nearly always stops selling as soon as you change it.

I know of one advertiser who by testing found an advertisement that would sell his merchandise. He used this same advertisement without change during 1931-32-33. His sales are today double his volume in 1930 and his advertising to selling cost is 42.3 per cent less than in 1930. And during these three worst years of all time, he used no deals, special discounts, samples, P.M.'s, displays or salesmen. All the selling was done by a rotten looking advertisement that would shock classical advertisers.

Here was an advertiser who used advertising for the sole purpose of making it sell goods and not for the sole purpose of putting on a big show to gratify his pride of opinion. What a rare phenomenon!

Why Salesmen Must Believe Their Own Sales Story

It's Absurd to Put Whole Burden on Advertising, as Is Shown by Selling of Quality 5-Cent Cigar

By William Best

Vice-President, General Cigar Company, Inc.

IN 1934 we plan to profit by a lesson which was brought home to us in 1933. This lesson is something which concerns, not only cigars—it seems to me—but low-priced, branded convenience items of all sorts.

With the small article, too often all thought of the dealer's attitude toward the product is overlooked. On what are called "pick-up" items, salesmen are too prone to talk nothing but demand, demand, demand—leaving the dealer vaguely thinking that there is some magic in it. Worst of all, such selling leaves him vague as to the quality of the article. No wonder the dealer has got into the salesman's habit of thinking, somewhat fatalistically, "Either it will sell, or it won't sell." Seldom, if ever, will he stop to think, "Either I must *do something* to sell it, or it won't sell."

And a great many manufacturers have fallen into the dealer's and the salesman's way of thinking. The final result of such thinking is just this: If a producer goes out and spends a great deal of money advertising an article and still it isn't in demand, his money is wasted. This simply shows the absurdity of attempting to put the whole burden of selling upon the advertising campaign. It takes respect for and belief in the product, implanted in the dealer's mind, in order to cash in on the advertising placed behind that product.

We have always insisted that our salesmen believe their own sales story. Results show us whether salesmen believe or don't believe that the product has the highest quality at its retail price, that it will show the retailer a good profit, and that if it is properly displayed it will prove a real money maker for the dealer. But, beginning this

year, we are impressing salesmen—through talks and through messages planned to appear in our house magazine—with the necessity of taking time to promote the article itself to the dealer. Mailing pieces may help to sell the dealer on the value and merit of an article, but we believe the job can best be done by the salesman.

The salesman should build confidence by getting the dealer to try the article himself. Dealers actually welcome some selling knowledge—will remember it and pass it on. The importance of inducing dealers to sell quality in an effort to back up advertising can hardly be overemphasized.

Salesman Can Emphasize Merit

The dealer is always ready to lean on the advertising, secure in the belief that the article will sell, because it is being advertised. The salesman comes to his store well informed as to advertising schedules, even equipped with tear sheets to show the dealer the full weight of national efforts behind the brand. Also he brings the dealer certain point-of-sale helps to tie in with the published appeal to consumers. But all these are not enough. We have found that the article will not sell as it should, unless the dealer is completely informed and sold as to its inherent merit.

Suppose the dealer has a customer for a standard popular 5-cent cigar. That customer likes the cigar and smokes it regularly, until he goes into another store, doesn't find it handy and switches to something else. Perhaps he stays with this other brand and the first dealer has lost a steady customer. Now, suppose the first dealer had been thoroughly sold on this brand. Noting an in-

terested customer, he might say, "That's a real good cigar; 100 per cent grade 'A' filler from vintage crops, and a silky Sumatra wrapper. It's one of my best sellers."

It takes but a little information about a product to implant in the customer's mind belief in its quality and an appreciation of its real merit. And a customer sold in that way on quality, becomes a quality, rather than a price, buyer. He is likely to become a permanent customer of the dealer who takes the pains to sell him on specific quality facts.

A Small Difference That Means a Lot

That little difference is of paramount importance with competition and the times what they are. Circumstances have given the smoker many real good 5-cent cigars. In fact, I don't believe there has ever before been a time when there were so many real good 5-cent cigars on the market. As regards any number of small, low-priced articles, I am convinced that a similar situation exists.

Oftentimes there can be little difference in the advertising weight behind small articles sold under the various brand names. The advantage, I am inclined to believe, is likely to swing to those products which make a real effort to improve behind-the-counter selling. Not only is it important to sell the dealer on the merit of your product, it is also necessary to convince him of the mutual benefits to be derived from proper display.

Display space is at a premium and dealers cannot be bludgeoned into granting it. The dealer may have something he wants to push. All right; let him push it. But it is possible to sell him on the wisdom of putting nationally known brands on the counter beside it. The well-known brand serves to advertise the brand the dealer wants to push, puts it in a more attractive light, and both get a break.

We have found by test that a brand like "White Owl" sells twice as well when prominently displayed on top of the case as when out of sight. A demonstration of this fact,

beside the dealer's favored article is likely to make him wonder whether he is smart to put our brand out of sight, where 50 per cent of the people who might buy it, won't buy.

And here is another thought that dealers are likely to be open-minded about. If the wanted brand is out of sight and if the customer hesitates to ask for it on a purchase involving a small sum, does the customer actually switch to something else? Or does the customer temporarily accept a substitute and go next time to a store where he can conveniently pick up what he wants? We don't know. But the dealer doesn't know either. The answer is that he *may* lose a customer, and that is something that no right-minded dealer wants to do.

The dealer, it seems to me, has as much at stake and stands to gain as much as the manufacturer through more intelligent promotion of many low-priced articles. In the first place, no matter how small the article, quality is and always will be a big selling factor. In the second place, it is appreciation of the inherent merit of the individual product and ability to sell it on that basis which distinguishes the merchant from the storekeeper. In the third place—in fact, there are a chain of benefits for the dealer—the merchant who does a good selling job and wins steady customers on small articles is the one whose advice carries weight on larger purchases. It is just another case of "look out for the nickels and the dollars will take care of themselves."

Salesman's Thinking Influences Dealer

Bigger sales must have better outlets, and the latter will have to be made by giving more thought to the dealer. At the seat of the trouble is the salesman who thinks only of getting orders—the salesman who leans too heavily on the power and glory of demand-creating advertising and doesn't like to take time to sell the merit of the product. It is he who starts the dealer thinking along the same line. And if the advertising doesn't

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The BALTIMORE SUNPAPERS GO HOME...

Of the 141 men who hold Sunpaper route franchises, upwards of 40 have been delivering The Sunpapers continuously for 10 years or longer.

For example, George R. North, who is here pictured with a few of the "solid blocks" on his route. Carrier North has been serving Sunpapers without let-up since 1919.

Sunpaper Carrier Service thoroughly covers Baltimore and suburbs. In many hundreds of blocks Sunpapers are delivered regularly to every occupied house.

Such efficiency, such coverage, places emphasis upon what most advertisers already know: Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.



THE SUNPAPERS in December DAILY (M & E) 267,619

THE
MORNING

New York: John B. Woodward, Inc.
Detroit: Jos. R. Scolaro



EVENING

Chicago: Guy S. Osborn, Inc.
St. Louis: G. A. Cour

SUN
SUNDAY

Atlanta: Garner & Grant

do what salesman and dealer think it should do, there is no push behind the product at the counter.

The lack of logic in such an impasse is apparent when we consider the indisputable fact that a product of real value will sell—that is, it can be sold—without ad-

vertising. But, if the salesman and the dealer tell a consistent story of quality, and if that story is true, then the advertising carries that product along to bigger things. And the profitable job that can be done by advertising still remains as big as you want to make it.

That Agency Code

REVISION and counter revision continue to be the order of things in the progress of the advertising agency code. Most of the changes are originating in Washington and are being taken up, as they develop, with the various factors of the industry. These changes have to do with administration and definition problems.

As is generally known, the code, when hearings are set, is expected to meet with opposition from the Association of National Advertisers. To date there has been no indication as to when a hearing will be held.

The American Association of

Advertising Agencies expects that copies of the revised code will be available for distribution at an early date. The Four A's, incidentally, has been given authority to act for the recently organized Institute of Advertising Agencies of America.

W. C. D'Arcy, president of the D'Arcy Advertising Company, St. Louis, was the principal speaker at a recent meeting sponsored by the advertising agency group of the New York Advertising Club. About ninety agency executives were present. He spoke chiefly on the principles of the philosophy which underlie code making.

Fred Farrar Joins Hearst Papers

Fred Farrar has joined the general advertising department of the Hearst Newspapers in New York. For many years he has acted as consultant to R. H. Macy & Company, Lord & Taylor and other large retail stores and has also served advertising agencies in a similar capacity. He is the author of "Fred Farrar's Type Book," an exposition of the function of layout and type in the selling of merchandise.

To Direct Schlitz Sales

W. T. Woodward has resigned as general sales manager of the John F. Jelke Company, Chicago, to become general sales manager of the Jos. Schlitz Brewing Company, Milwaukee. He was formerly sales manager of the Phoenix Hosiery Company and served for eight years with the Curtis Publishing Company.

Eastman Made President

E. R. Eastman, editor of the *American Agriculturist* since 1921, has been elected president of the new company organized to take over that paper effective with the issue for January 20. No other changes in personnel are contemplated.

Florida to Be Advertised

A co-operative advertising campaign to acquaint Floridians with the advantages of their State, will get under way early in February. Space will be contributed by 144 weekly and ten daily newspapers, ten radio stations and eight outdoor advertising companies. The campaign will be directed by the All-Florida Committee which will emphasize the need of advertising Florida to the country. It is hoped that the campaign will lay the ground for the raising of a fund for national advertising.

Gordon Joins Bromiley-Ross

Colver Gordon has become vice-president of Bromiley-Ross, Inc., specialists in outdoor advertising, New York. For nearly twenty-two years Mr. Gordon has been associated with the outdoor medium. Until January 20 he was executive vice-president and director of the Outdoor Advertising Agency of America, Inc., from which positions he resigned.

Has Brunswick Account

The Brunswick-Balke-Collender Company, Chicago, billiard and bowling equipment, bar fixtures and toilet seats, has appointed Henri, Hurst & McDonald, Inc., of that city, as its advertising agency.

Volume and More Volume Will Be Sought by Retailers

Same Old Condition, High Overhead and All, Is Indicated at National Dry Goods Meeting

By W. B. Edwards

TO an impartial observer of the activities of the annual convention of the National Retail Dry Goods Association, held last week in New York, it was obvious that retailing—or at least department store retailing—has no intentions of changing its spots. The department stores have always pursued one objective—volume. In 1934, they will continue to fight for volume, perhaps even more energetically than before.

This decision clearly indicates that although new economic circumstances, and particularly NRA codes, will lead to important merchandising revisions in manufacturers' plans, the department store will continue along its merry way, sacrificing everything to volume. Branded merchandise will be sacrificed to volume. Quality merchandise will be sacrificed to volume. The price appeal will rule, as it has for so many years. And department store overhead will continue at its fantastically high levels.

Dr. Paul H. Nystrom, professor of marketing at Columbia University and president of the Limited Price Variety Stores Association, Inc., was a lone voice crying in the wilderness.

"The particular problems confronting retailing in 1934," he said, "are problems of rebuilding and of readjustment to new and revitalized economic conditions."

But apparently Dr. Nystrom foresaw, as did this observer, the tenacity with which department stores stick to rule-of-thumb methods.

"If department and dry goods stores are unable to reduce their expenses of operation below 30 per cent of their sales," he warned, "then the beginning of their decline is at hand. If department

stores and other similar establishments must continuously obtain mark-ups that cover expense ratios of 36 per cent or more, then new forms of retailing will take their place."

I believe one does not have to be gifted with prophetic powers to predict that not a handful of department stores will bring their expense ratios in 1934 down to 30 per cent. In 1928 and 1929, when volume was easily obtained, department stores reported overheads considerably in excess of 30 per cent. As a consequence, even in those years of super-prosperity, few department stores reported more than a nominal profit.

An Illuminating Statement

Perhaps as pertinent an example of typical department store attitude as may be necessary to prove the point is to be found in a statement made during an informal discussion by one store executive.

"The price control features of the retail code are admittedly weak," he declared. "They have loopholes as big as barn doors. But if retailers were honestly anxious to stem ruinous price cutting, the code gave them an opportunity to do so. The stores do not want to, or do not know how to sell on any other basis."

However, if retailers are not planning any radical innovations in merchandising procedure, they most certainly are debating a number of matters of real concern to manufacturers. Outstanding among these topics of conversation is that of manufacturers' codes.

The department stores profess to be up in arms over various provisions of manufacturers' codes. Walter N. Rothschild, vice-presi-

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select a car.

The Mortons know what they want; they want a new car. The only rub is—what kind? Tom prefers this make; Mary that. Junior craves speed. Betty . . . something with chauffeur accommodations, just in case. In a word they're a typical AMERICAN family.

So it's Talk! Argument! Battle Royal! All of which is very good for the automobile business. In the end, they'll buy a car, and pay for what they buy.

There are 450,000 families like the Mortons reading the Chicago American every night. They're younger than any other Chicago newspaper audience—certainly more eager, more alert. They read automobile advertisements (provided they see them). They talk prices. New designs, im-

provements, gossip, form a very definite part of their daily conversation.

In salesmen's jargon: They're automobile conscious; they're *live prospects*! As they represent more than half, and by far the "*livelier half*," of your total number of prospects in the Chicago market, no automobile advertiser can afford to ignore the Mortons and their very nice kind of people. When almost half a million families are *eager* to hear you talk, 'tis folly to be dumb.

The Chicago American, and it alone, controls the *largest active market in Chicago*—450,000 on-the-go families, all intensely interested in everything that adds fillip to living. And that goes double for automobiles.

CHICAGO AMERICAN

... gives 450,000
families Buying Ideas

National Representatives:

Rodney E. Boone Organization

dent of Abraham & Straus, Inc., told the convention about the Retailers' Protective Committee of the N.R.D.G.A. Up to the end of December, Mr. Rothschild explained, the association's committee had examined more than 700 codes. Of these, he said, 256 directly or indirectly affected retailing. It was found necessary to file specific protests against provisions in 177 of these codes. Against some codes as many as ten specific protests were made. The total number of provisions protested in these 177 codes reached 694. According to Mr. Rothschild the provisions that most annoyed the stores are those which control:

- Reduced terms.
- Reduced datings.
- Elimination of rebates.
- Elimination of trade discounts.
- Inequitable price differentials.
- Price fixing plans.
- Elimination of advertising allowances.
- Elimination of consignment selling.
- Limitation of dealer helps.
- Restrictions on cancellations.
- Elimination of demonstrators.
- Blanket order forms.
- Return limitations.
- Preventing sales below cost.
- Resale price control.

Another code matter brought out by Mr. Rothschild that is bothering retailers is the so-called vertical code. Under these codes retailers are included as well as manufacturers. For example, the oil burner code, which has been approved, is a vertical affair controlling the merchandising practices of each person or organization engaged in the sale of the products of the oil burner industry. Under its provisions department stores selling oil burners must contribute their share of the cost of administering the code. In all, Mr. Rothschild estimated that department stores might find themselves working under 30 or 40 codes, in addition to the general retail code.

While on this subject of codes, it is interesting to note that R. G. Parker, advertising manager of the W. T. Grant Co., instead of

theorizing on the all important question of how the new leisure would affect consumer buying practices, actually sent a questionnaire to a number of store managers in the Grant organization. The store managers were asked particularly how shorter hours had affected customer habits. They reported that they had been unable to note any change in shopping habits.

"These facts," said Mr. Parker, "coming from men who are actually meeting the changing conditions of the day, clash head on with the theory advanced by a newspaper man whom I consider well informed. He advised, in answer to questions, that there was a definite falling off in Saturday business in the New York area, and that there was a switch in the buying habits of the customer buying the more costly items to Monday, and a definite trend among the payroll classes to take advantage of week-ends for pleasure and thus curtailing Saturday buying. It seems as though facts contradict theory and that this gentleman's hypothesis is knocked into obscurity."

* * *

A highly significant point was made by John Hughes, of the Denholm & McKay Company, Worcester, Mass.

"There was a phase of the downward trend of price that was not spoken of much during the quality campaigns of the deep depression days," he said. "Low prices had introduced a fair share of the public to the satisfaction of possessing better grades of merchandise than they had been accustomed to buy in the previous days of high prices. A section of this group at least will remain as a new field for the better grades of merchandise in the hopeful days that we have reason to believe are ahead of us. An observant shopper points out that many women have become accustomed to buying fine quality shoes, exclusive handbags, better grade apparel, etc., because of the reasonable prices at which they have been sold. These women will want to continue to buy fine

important leisure buying question. A manufacturer asked: "We have had many reliable buyers dropping

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However, the comments of other speakers clearly indicate that Mr. Hughes' hopes and wishes are not apt to be gratified. While the cheap, sweat-shop merchandise is no longer available at wholesale, and the retail market has been cleared of it, stores are definitely seeking for new price lines which will enable them to continue to carry merchandise in the lower price brackets.

For instance, one speaker whose attitude is typical of that of many store executives said: "We must give thought to the preservation of the important low price lines in every department. Remember always the lack of increase in buying power by a vast part of your trade. The average person employed in industry is no better off, probably worse off, in actual purchasing power today than he was a year ago if he was employed. Many housewives must economize much more today due to increased food prices. It is the duty of both manufacturer and retailer to use all the ingenuity possible to keep offering the public merchandise at price levels within the reach of everyone."

Along this same line, another speaker brought out that what increased purchasing power is being built up is being developed in the lower income brackets. And William H. Howard, publicity director of Gimbel Bros., New York, in talking about the big resort business expected this summer, said:

"Apparently people are going to play this summer and we will be called on to furnish the merchandise to enable them to do it. We know that this is going to be one of the greatest resort seasons in recent years. But the merchandise must be low priced. This is no time to be high hat. The buying

power is being re-distributed into lower channels. If we make a bid for that business we are going to have one of the best spring seasons in years."

* * *

A timely example of what some manufacturers may consider doing to meet this attitude on the part of the department stores is to be found in some recent experiences of the Chatham Manufacturing Company, maker of blankets. Thomas J. Sheehe, vice-president told the convention that due to the stiff advance in wool prices "retail prices of all-wool blankets are going to be a real shock to American housewives. For this reason, 25 per cent, 50 per cent, wool filled blankets are going to play a very large part in the 1934 blanket program.

"I know your reaction to all this —you think you can't sell it, but you are all wrong," he declared. "We have made actual tests of the consumer's reaction. Just about a year ago, we ran a test sale at S. Kann Sons Company, Washington, D. C. Not quite a full page advertisement was run advertising the blanket for exactly what it was —approximately 83 per cent wool. The sale wasn't exactly a push-over. How could it be when you have been hammering away at all wool blankets at constantly lower and lower prices for a period of over 10 years? But we have learned without qualification that these blankets could be sold and that the consumer could easily be convinced of the soundness of the cottonwarp feature, so we incorporated a more or less complete line in our 1933 set-up and, believe it or not, we sold many more 83 per cent wool blankets than we did all-wools."

* * *

Harry F. Twomey, sales manager of the Jordan Marsh Company, Boston, added his voice to those store men who emphasized the continuing importance of price. He reported: "I want to make clear right now that I do not think the price appeal is going to disappear. I believe its importance will diminish somewhat, but it will unfortunately continue to be the

dominant advertising appeal for some time to come.

"We have all been more or less guilty in theorizing about the ultimate disappearance of the price appeal. We are apt to forget that price has been one of the dominant appeals since retailing began. There is today sound reason why the price factor will continue. Great numbers of people have reached the end of their rope during the last four years. Until this great group is completely rehabilitated price is of necessity going to be vitally important. The appeal of a value is deeply rooted in human nature and is a pretty permanent part of the retail operation."

The N.R.D.G.A. meeting, from the manufacturer's viewpoint, may be summed up as follows:

1. The retail code will add from two to three points to store overhead.

2. Retailers resent many provisions in manufacturers' codes but they are resigned to the fact that most of these provisions are here to stay.

3. NRA, to which retailers at one time objected rather violently, is now at least being tolerated and many merchants feel that, in the

end, its benefits to them will far outweigh its disadvantageous aspects.

4. Stores are going to continue to fight for volume. This means that price will be featured as heretofore. Branded merchandise will not have the easy sledding that was predicted for it some months ago. The department stores may favor branded lines a trifle more than in recent years but they are not going to fall over themselves chasing after brands.

5. Stores intend to fight price advances in many ways, particularly by stocking in-between price ranges. While inside merchandise will not be popular, neither are retailers going to run wild on quality.

6. Department store merchandising methods will not show much change.

7. Department store overhead will not get down to the 30 per cent figure cited by Dr. Nystrom.

8. If there should be a sudden demand for merchandise this spring by the public, store shelves will be wiped clear quickly. The huge surpluses of merchandise that overhung the market are being eliminated and code provisions promise better control over production.



Has Truscon Accounts

The Truscon Steel Company, Youngstown, Ohio, the Hydraulic Pressed Steel Company, Cleveland, and The Truscon Laboratories, Detroit, have appointed Martin, Inc., Detroit advertising agency, as their advertising agency.

Following the resignation of O. W. Loew, formerly director of advertising of the Truscon Steel Company, G. W. Miller, assistant to the vice-president, is taking over the responsibility of the advertising department.

Mitford with Gibbons

George H. K. Mitford has joined the staff of J. J. Gibbons, Ltd., Canadian advertising agency, at Toronto. He has been active in advertising agency work in Canada for the last sixteen years.

Heads New Division for Cuneo

Otto Maurice Forkert has been appointed director of a new department of design and layout which has been organized by The Cuneo Press, Chicago.

Frohman to Join Presbrey

The New York office of Stewart, Hanford & Frohman is closing February 1. Louis H. Frohman, vice-president, is resigning on that date to join the Frank Presbrey Company, New York. Accounts formerly handled by Mr. Frohman in the New York office will be placed through the Frank Presbrey Company. This change in no way affects the personnel or accounts handled by the Rochester office of Stewart, Hanford & Frohman.

New Account to Snow Agency

The Thomson-Gibb Electric Welding Company, Lynn, Mass., and Bay City, Mich., has appointed Walter B. Snow & Staff, Inc., Boston, as advertising counsel.

Graham with Hazard

Al Graham has joined the staff of the Hazard Advertising Corporation, New York. He formerly was copy chief of the John D. Boyle agency.

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'ADVERTISING NEWS' . . .

**A DAILY COLUMN
IN THE SUN . . .**

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EVERY day in The Sun there is a column devoted to advertising news . . . a column that is called, aptly enough, "Advertising News" . . . a column that takes the reader behind the advertising scene and tells him about the latest developments in national advertising, retail advertising and marketing.

The column is conducted by Lawrence M. Hughes ("Mike" Hughes to his friends). Mr. Hughes is the original advertising news columnist. Most recently he has been news editor of Sales Management. He has written for the New York Evening Post, the Associated Press, Fortune and Scribner's. He has worked for the Association of National Advertisers and for the Advertising Federation of America.

If you want up-to-date, live information on the new campaigns, the new products, the new advertisers, the new opportunities for agents, publishers and advertisers, the significant and interesting events in the advertising world, turn to the "Advertising News" column of The Sun. It runs every day on one of the financial pages. An out-of-town subscription to The Sun costs but \$10 a year.

The Sun

*The Newspaper of Distinction in its Readers, its News
and its Advertising.*

NEW YORK

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Plan R. R. Unified Advertising

THE possibilities of a co-operative advertising program setting forth in an institutional manner the advantages of railway travel are to be examined by the American Association of Railway Advertising Agents, as the result of action taken at its annual meeting at New York last week.

A committee was appointed to study the matter and report its direct recommendations, these to be put up to the traffic managers of the roads represented by the members.

Another subject of discussion was the idea of all railroads participating in a joint campaign advertising the 1934 edition of the Century of Progress Exposition at Chicago, to stimulate attendance

and travel by rail to that event.

Walter W. Rodie, of the Chicago, Rock Island & Pacific, is the new president of the association. Vice-presidents are: O. J. McGillis, Great Northern; Holcombe Parkes, Norfolk & Western; H. B. Northcott, Union Pacific; D. E. Caesar, Southern Pacific; and George A. Semmlow, Chicago, Milwaukee, St. Paul & Pacific.

H. P. Riccadonna, Chicago Great Western, continues as treasurer, and E. A. Abbott, Poole Brothers, Chicago, as secretary.

Members of the executive committee are: H. F. McLaury, Chicago, Burlington & Quincy, the retiring president; and Messrs. McGillis, Riccadonna and Abbott.

Largest Kelvinator Campaign

THIS year is the twentieth anniversary of the Kelvinator Corporation which is planning the most ambitious advertising and sales program in its history. Plans

are now being completed for increased newspaper and magazine schedules. Unit sales in 1933 were 50 per cent better than they were in 1932.

"Monitor" Advances Blanchard
M. Alvah Blanchard, who has been manager of the Chicago office of *The Christian Science Monitor*, has been transferred to the home office at Boston as national advertising manager. He is succeeded at Chicago by Leonard W. Coulson. Hudson C. Burr, who has been acting as both assistant advertising manager and national advertising manager, continues as assistant advertising manager. Carlotta Woolley is now manager of the San Francisco office, succeeding Ralph Castle, resigned.

Death of D. S. Boyd

David S. Boyd, of the advertising department of *True Story*, died at Orange, N. J., on January 22, aged forty-one. In his long advertising career he had been with The Curtis Publishing Company and The Butterick Company.

Appoints Pittsburgh Agency

The Waverly Oil Works Company, Pittsburgh, has placed its advertising account with Carlson & Symons Advertising Agency of that city. Magazine, radio and direct mail advertising will be used.

Heads San Antonio Club

Jack N. Pitluk, Pitluk Advertising Company, has been elected president of the San Antonio, Tex., Advertising Club for 1934.

Other new officers are: Vice-president, Harry Martyn, S. W. Bell Telephone Company; secretary, L. L. Swartzkopf, A. B. Frank Company, and treasurer, William Hoefgen, publisher, *Weekly Dispatch*.

The new board of directors includes: Roy P. James, George Laven, Jerome Harris, William Brockhausen, M. R. O'Connell, Thornton D. Hall, J. S. Phillips and R. E. Willson, *ex-officio*.

O'Dea Gets Winx

The Ross Company, New York, Winx and other make-up cosmetics for the eyes, has appointed Mark O'Dea & Company, New York, to direct its advertising, which appears chiefly in magazines.

Has Walker Vehicle Account

The Walker Vehicle Company, Chicago, electric trucks, has appointed Redfield-Coupe, Inc., New York, to handle its advertising. Business papers and direct mail are being used.

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Mortality in Employee Magazines

In Spite of Business Conditions a Number Have Survived the Depression

THE NATIONAL CASH REGISTER
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DAYTON

Editor of PRINTERS' INK:

Kindly advise us as to the present status of employees' magazines in this country.

H. R. ZIMMERMAN,
Editor, "NCR News."

THE publication of house magazines—employee magazines as well as other types of house publications—has been "greatly curtailed during the last three years. When a hard-hearted and eagle-eyed accountant begins to go over company expenditures one of the first items that usually hits his eye is the cost of the house magazine. Then, without regard to whether it is accomplishing anything, he cuts out that item as being needless expense.

Of course, at this late date there is no need to make a plea for house magazines. Many times PRINTERS' INK has pointed out their usefulness and value. In some instances, to be sure, the house magazine is of so little value because of the small amount of brain work that goes into its editing, that its discontinuance is a good investment in boom times or bad. This, however, does not reflect on the value of house magazines as such.

The Industrial Relations Section of Princeton University last year issued an excellent report, "Employee Magazines in the Depression." This points out that out of 415 magazines listed by the Section in 1929, 208 had been discontinued by December 31, 1932.

In giving reasons for suspension the report is particularly expressive. It says,

"Of the causes mentioned for the suspension of the magazines in the list studied, only one could not be included under the general heading, 'Need for Economy.' This need was stated in many ways: 'On account of local conditions,'

'Omitted until employees' work schedules have improved,' 'Because of our plant being closed and our force laid off.'

Later in the report is the following paragraph:

"The reason given for suspension which could not be included in the need for economy was decrease in employee interest. One company's publication was discontinued in 1929 'inasmuch as our employees lost interest in it. Like all things of this sort for employees it has to be changed or do something different every so often.' While many companies have stated explicitly that financial conditions required the discontinuance of their magazines in spite of employee interest and the management's satisfaction with results, it is possible that in other cases doubt as to the magazine's effectiveness as well as the need for economy has been a factor in making the decisions in the publications."

Of course, in most cases lack of interest means badly conceived editorial policies. There are several companies in this country that have been conducting employee and dealer magazines for years. Some of these, in fact, antedate some of our most popular national consumer magazines.

Proper Interest Has Kept Them Alive

In every case of such a publication it will be found that the magazine is a major item of company executive interest. The editors are well paid and are chosen carefully. The magazine is not just passed over to anybody in the advertising department who happens to have nothing to do.

Whereas many of these magazines have shown the effect of necessity for economy they still continue to flourish, having gone through the bottom of the depression with flying colors.

House magazines can do such splendid work when properly edited

Jan. 25, 1934

Jan. 25,

TOTAL

DISPLAY ADVERTISING of the First Fifty Weekly MORNING PAPERS
 As measured by Media Records, Inc.

TCIM
DISPLAY
CC - 1933

1. Chicago Tribune
2. New York News
3. New York Times

4. Wi
5. Bo
6. Lo
7. Ne
8. Ch
9. On
10. Ca

11. Ro
12. Br
13. Ne
14. Cl
15. Ne

16. Ph

17. Ph

18. Sa

19. La

20. Tr

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40. Ci

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42. On

43. Ph

TOTAL

DISPLAY ADVERTISING of the First Fifty Weekly MORNING PAPERS

As measured by Media Records, Inc.

Year - 1933

1. New York News

2. Alka-Seltzer

3. Wi

4. Bo

5. Br

6. New

7. On

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9. New

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11. Ca

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15. Ro

16. Bo

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22. Pitt

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24. Mo

25. Tid

26. Dal

27. Ind

28. Ome

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33. Atl

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...high notes

Media Records annually compiles the First Fifty lineage leaders among morning newspapers. In 1933 the small-size News made good in a large way. A lot of advertisers—and advertising—will confirm your good judgment in picking The News in 1934, too!

GENERAL

	Lines
1. New York News	2,135,200
2. Chicago Tribune	1,581,937
3. New York Times	1,570,534
4. Boston Herald-Tribune	1,442,347
5. Baltimore Sun	1,398,717
6. Boston Globe	1,332,120
7. New York News	1,297,000
8. New Orleans Times-Picayune	1,261,236
9. Montreal Gazette	1,226,186
10. Los Angeles Times	1,162,474
11. New York News	1,159,665
12. Cleveland Plain Dealer	1,158,000
13. Milwaukee Journal	1,157,000
14. Toledo Blade	1,156,236
15. St. Louis Post-Dispatch	1,155,000
16. Indianapolis Star	1,154,236
17. Cincinnati Enquirer	1,153,000
18. San Francisco Examiner	1,152,000

GENERAL ADVERTISING of the First Fifty Weekday MORNING PAPERS
As measured by Media Records, Inc.
Year - 1933

GENERAL ADVERTISING of the First Fifty Weekday MORNING PAPERS
As measured by Media Records, Inc.
Year - 1933

GENERAL ADVERTISING of the First Fifty Weekday MORNING PAPERS
As measured by Media Records, Inc.
Year - 1933

that it is unfortunate that so many companies do not take their magazines seriously. Many companies which are having trouble with their employees today would be on a better basis of relationship had they used a properly edited house magazine.

This brings up a final point of importance.

The employee magazine is essentially created for purposes of propaganda. Its purpose is to bet-

ter the relationship between the management and the employees but too many manufacturers have looked upon this as a one-sided proposition.

No employee magazine, no matter how good, can act as a substitute for a fair labor policy. The manufacturer who expects that he can hand out pap in a house magazine and, at the same time, use old-fashioned ideas in his labor policy is fooling nobody but himself.

* * *

Money Bags Meet This Payroll

LAST Saturday saw thousands of "cartwheels" sent rolling through the channels of trade when the Burgess Battery Company distributed its payroll by releasing 40,000 silver dollars for circulation in Freeport, Ill. By this means, Dr. C. F. Burgess, chairman of the board, is experimenting for a twofold purpose.

He wants to demonstrate to the community that the silver dollar is sound, dependable currency; he believes the experiment will make

it easy to study the flow of currency through the various channels of trade, indicating the purchasing power of an industrial payroll in a typical community.

Merchants of the community tied up with the event by running silver dollar sales so as to stimulate buying through the release of nearly a ton and a half of silver. Instead of the customary yellow envelope, each employee was handed a white canvas bag, striped with black and sealed at the top.

* * *

Stacy with Castle Films

Paul F. Stacy, formerly with N. W. Ayer & Son, Inc., has joined the New York office of Castle Films. He had been with Ayer for thirteen years where he was in charge of publicity in the New York office, head of the radio department and, when he resigned, head of the motion picture department.

Appoints Redfield-Coupe

The Block Drug Company, Brooklyn, N. Y., has appointed Redfield-Coupe, Inc., New York, to direct the advertising of Gold Medal Haarlein Oil Capsules. The campaign for the coming year will appear chiefly in newspapers.

New Account to Presbrey

The Strohmeyer & Arpe Company, wholesalers, New York, has placed its advertising account with the Frank Presbrey Company, of that city. Newspapers in a number of cities will be used.

Joins A. McKim, Ltd.

Gilbert M. Murray has joined the Toronto staff of A. McKim, Ltd. He formerly was chief executive officer of the Canadian Manufacturers' Association.

Reynolds & Reynolds Appoint

Robert L. Brown, formerly salesman, has been promoted to manager of the advertising and color printing division of The Reynolds & Reynolds Company, Dayton, Ohio. Irwin J. Horwitt, previously with the Art Gravure Company, Cleveland, is now a sales representative in Cleveland territory.

Leaves Norwich Pharmacal

Willard P. Tomlinson, who has been in charge of advertising of the Norwich Pharmacal Company, Norwich, N. Y., has resigned. Dr. M. W. Stofer, vice-president, is now directing advertising activities.

Gaycu Elected

George E. Gaycu, for a number of years with the *Boot and Shoe Recorder*, New York, has been elected executive vice-president of the National Shoe Retailers Association. James H. Stone was re-appointed manager.

Stillwell with Bertolet

A. H. Stillwell has been appointed Eastern manager at New York for the newspapers represented by C. D. Bertolet, of Chicago.

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What's the NEW DEAL done to Washington?

Keystone Photo



While the Nation is setting its
House in Order, Washington's
Business is Booming!

DOWAGERS..DEBUTANTS..

Haven of Society..Hub of World Affairs



Above — IN SWANK SUBURBAN countrysides of Maryland and Virginia, the socially elect of America's Capital foregather for the hunt.

SHRINE OF AMERICA's socially elect—outpost of every recognized land—that's the first impression of Washington.

But there's a great deal more to this great city than its atmosphere and charm... particularly since the New Deal began.

Washington is a place where big things are being done. Likewise it's a place where big sales are being made.

For Washingtonians have good jobs... and good incomes. In a hundred thousand homes they are paying their bills. Before a thousand and one counters they are saying, "Wrap it up—I'll take it!" Buying regularly—through the year!

Who are they? Not all are dowagers, debutantes, and diplomats, to be sure.

Some are smart housewives. Some stenographers, clerks, and well-paid employees of Uncle Sam. But whoever are—whatever they are—they are big things in a big way!

What's the best way to reach them—the story of your goods?

The answer is simple enough. Just the paper that most of them prefer... name of this paper is the Washington Herald. It is "the Capital's greatest paper" in more ways than one.

• • •
EDITED TO PLEASE the masses and the classes of Washington, the Herald is far and wide the preferred newspaper of Washington's spending citizenry. The

more than 9,000 reading readers of you, of 30,000 in its field that's the New Plenty, you paper situation and see for the Herald

THE PAPER THAT IS WASHINGTON IS THE

TRADE... and DIPLOMATS —

Affa shington is one of our Richest Markets!



International News Photos

Left—SIR RONALD LINDSAY, British Ambassador, leads the way in a State function.

Below—MAXIM LITVINOFF, Soviet Foreign Commissar, leaves the White House.



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Washington readers select the Herald. A lead,
you, of 30,000 readers over the next
in its field!

What's the New Deal done to Wash-
s and Plenty, you'll readily agree. To its
erald paper situation, especially. Turn this
newspaper and see for yourself what this trend
y. The Herald means to your sales!

IT IS THE HERALD!

A story in Statistics that spells SALES

**The Herald gives you
Dominance in one of the
Richest Major Markets on
the American Map!**

THE HALF MILLION people who make Washington a market are richer in per capita wealth and spendable income than those of any state in the entire East!

The morning paper that most of them prefer . . . the paper that catches the color of the Capital and gives it back to them . . . the paper of the masses as well as the classes of Washington, D. C. . . . is the *Herald*.

More than 90,000 of Washington's 150,000 morning readers say, "The Herald is my paper!" A leadership of 30,000 readers! (And on Sundays, 147,000 are Herald readers . . . 23,000 more than any other Sunday paper!)

Herald readers are readers who spend. They are enjoying themselves in 59 movies and theaters. Going places in more than 140,000 motor cars and cabs.



Keystone Ph

They are spending at a rate of more than \$700,000,000 a year in bank checks alone!

In this great national newspaper you can reach these willing-to-buy readers in the forenoon while shopping decisions are being made. These advantages, plus its dominant coverage, account for the Herald's low-cost advertising results!

THE RODNEY E. BOONE Organization represents the Herald nationally. Call them — today. Take a new look at Washington's circulation charts — and put the Herald on your 1934 lis

Washington Herald

A GREAT NATIONAL NEWSPAPER



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Club Aluminum Now Sells Via Department Stores

Luncheon Demonstration Is Supplanted, but Effect of This Missionary Work Will Help Make New Plan Win

THE method of distribution which gave the Club Aluminum Company its name, has been dropped. One step in the evolution of its selling methods was taken some time ago when the company announced that its cooking utensils would be sold by Jewel Tea Company, the Grand Union Tea Company and the Great Atlantic Tea Company, which handle its products on a premium, part premium and part cash and all cash basis.

The second step was taken early this month when newspaper advertising in the New York metropolitan area announced that Gimbel's would handle Club Aluminum at less than half its former price. This marks the beginning of a campaign to open department-store outlets.

Department stores and tea distributing companies as distributors are taking the place of the luncheon-demonstration method which the company pushed so aggressively over a long period of years. It had a corps of salesmen, which, at the peak, numbered more than 1,500 men who worked out of forty-five branch offices.

The procedure was to have a housewife sponsor a meeting of friends and neighbors in her home at which time the salesman would prepare a lunch in Club Aluminum utensils and serve it. He would take the names of the visitors and, follow up with calls at their homes where the selling would be done. The hostess received a utensil as a premium and, if sales to her friends reached a determined minimum, she would be eligible to receive another premium.

By means of this method, about \$40,000,000 of merchandise was sold in more than 2,000,000 homes over a nine-year period. It is said that this method of selling has been dropped because of the high expense of commissions and cost of

food. Branch offices are being closed and the company is now embarked on a program of opening up department-store outlets. It is proceeding slowly, working with only one department store at a time in each metropolitan center.

The company feels that its new strategy will enable it to cash in on the missionary work which was done through the luncheon demonstration system. To the 2,000,000 women who bought its products, it adds another 5,000,000 housewives who witnessed demonstrations but never bought.

Before putting its new policy into effect, the company sent a questionnaire to former buyers, who were asked if they would like to have its utensils made available in department stores; which store in their community they favored, if they would buy additional utensils at a lower price and if they were satisfied with the utensils they had purchased.

While the returns from this questionnaire were coming in, the company undertook a study of the merchandising policies of department stores in each major city. In some instances the recommendations of its customers have favored a store which, the company felt, did not offer the merchandising support desired. All factors entering into both studies were weighed and the store was selected in each city according to the findings.

Will Affect Advertising Policy

This change in distribution is expected to effect a change in advertising policy. Very little advertising has been done in the past because the company felt that its spotty distribution made such an investment uneconomic. While the program for opening new stores is one that will be dictated by experience and observation of the

soundness of the new plan, it is expected that eventually more than one store in each city will handle the product.

If distribution spreads and sales and repeat business are satisfactory, advertising will play an important part in the company's plans. Considerable space has been used in New York with the company co-operating in the expense.

A week previous to the opening

of Gimbel's Club Aluminum section, the company had a specially trained crew work with the department store's salespeople. Each member of this crew is to be the nucleus of other crews which will work in training the salespeople of other stores. The merchandise is being sold, if desired, on a deferred payment basis where the total amount of purchase is in excess of \$25.

* * *

New "Fresh" Definition

A REVISED consumer conception of what the word "fresh" means in relation to vegetables is the object of a campaign of national advertising which the Continental Can Company will soon undertake in behalf of its customers' products—canned foods. The program is supplementary to, but separate from, the recently resumed co-operative advertising of the National Canners Association.

"The freshest vegetables come in cans," is the fundamental contention of the advertising, which will run in several leading national magazines this year. In making formal announcement of the plan to the convention of the canners' association at Chicago last week, President O. C. Huffman of Continental outlined the copy strategy and campaign purpose in these words:

"While the public has whole-

heartedly accepted canned fruits, meats, fish and a host of other food products, it has shown a reluctance to give the same acceptance to canned vegetables, and it is this condition which we hope to correct.

"We know and the food industry knows that the choicest of the vegetable crop, grown from selected seed, and picked at the exact moment when they are fully ripe, goes to the public in cans.

"We believe that if the public is given the facts often enough and emphatically enough, it will abandon this unwarranted prejudice. Our advertising program is designed to help accomplish just that and we think this is the psychological time to undertake this educational effort. Aside from the commercial aspects of this advertising, we believe it will help consumers get a better understanding of food values."

* * *

Three States O.K. Liquor Ads

The National Publishers Association, Inc., has issued a bulletin to the effect that it has definite advice from officials of the States of Ohio, Michigan, and Montana that they have repealed their laws forbidding advertising of alcoholic beverages and that they have sent similar advice to the Solicitor General of the Post Office in Washington.

Affiliation to Meet

The Advertising Affiliation has accepted the invitation of the Toronto Advertising Club to hold its convention this year in Toronto. Two full days of discussion of advertising topics will replace the half-day program adopted temporarily in 1933. Dates set are May 18 and 19.

Holden Does Cartoon Strip

Parker Holden, head of the advertising agency of Holden, McKinney & Clark, Inc., Detroit, has created a cartoon strip for the *Detroit Times* under the name of "What Would You Have Done?" It is in the form of a story puzzle presenting historical incidents which call for decisive action in critical emergencies. A continuity is followed, with the answer given in the next issue.

McClean with New York "Times"

Robert Bowles McClean has resigned as vice-president of the World Wide Advertising Corporation, New York, to join the *New York Times* in an advisory capacity to the circulation department.

520,589 INQUIRIES FROM WOMEN ALONE IN 1933

TO the best of our knowledge, the Free Press received more inquiries from women readers alone than any other standard size newspaper in America, during 1933. 520,589 inquiries in 1933 440,922 in 1932 an increase of 18%. What a record of readership! What a tremendous encore of good journalism! What an opportunity for good advertising to profit!

The Detroit Free Press

1851—ON GUARD FOR MORE THAN A CENTURY—1934



Salespeople told us: "Wash the new fabric gloves with IVORY" FLAKES OR SOAP

Third Dimension Car Cards

GORDON AYMAR, art director of The Blackman Company, was in conference one morning not so long ago with a copy writer, when, during a lull in the conversation, he pointed to a car card placed at the far end of his desk and asked, "Well, what do you think of *that*?"

The "that" in question appears at the top of this page—a car card which uses real pasted-on fabrics. With the mien of a connoisseur, the copy writer narrowed his eyes and replied, "That's all right now, but how will it look when reproduced?" Surprise, surprise for the copy writer. He was looking at a proof.

The incident illustrates the distinguishing and distinctive feature of the current car-card campaign for Ivory Soap and Flakes. One can almost "feel" the materials as they stand out in relief.

Doubtless heeding the universal appeal that advertising return to fundamentals, Mrs. May Mulvany has produced a campaign that finds its inspiration, verily, in the kindergarten. For with a pair of scissors, a pot of glue, some paints and a brush she has succeeded in developing a pictorial technique which, if the penalties of innovation cause her to waive all claim to originality, is none the less refreshing and effective.

The purpose of the series was

to establish in the minds of women the excellent washing qualities of Ivory for fabrics of all kinds. The desirability of showing different types of textiles that could be laundered with Ivory was recognized at the outset. But how could fabrics be incorporated into the layout without detracting from the general artistic appearance of the advertisement? By making them integral parts of the composition, was the answer.

First, the ingredients are assembled that are required for the design. The motif might necessitate a bird made of special feathers, or a certain kind of cloth, or a tiny baby's jacket. When the composition is finished, it is placed under lights at every possible angle, in order to determine the all-important shadow that best gives the illusion of the third dimension. Four-color plates are then made direct from the artwork, which in itself is something of a mechanical feat, due to the fact that the design is in two, and sometimes three, planes.

Throughout the entire series copy remains practically uniform. Each card is based on the thought, "Salespeople say: 'Wash — with Ivory'"; the blank representing a different item of apparel each month. In the constant repetition of this terse message, of course, lies the strategy of the advertising.

Rubber Yardsticks to Measure Sales Markets

Some of the Generally Accepted Formulas Need to Be Scrutinized Carefully if They Are Not to Mislead

By Raoul Blumberg

Promotion Manager, Washington *Daily News*

IT is often said that doctors are the most altruistic of men, for, in spreading the gospel of preventive medicine, they are doing their best to destroy their own livelihoods. A similar urge must affect space buyers and research men in the fields of advertising and sales. Space buyers seem to spend a large part of their time trying to reduce the art of space buying to a formula, desisting from this effort only to write occasional articles proving that space buying cannot be reduced to a formula.

Research men, likewise, try their best to find a few convenient yardsticks which can be laid against any market or medium and measure its value to the nth decimal place. Fortunately for themselves, these efforts are vain.

This is so partly because, like the Irishman's spotted pig, markets and media won't stay still long enough to be measured. Media have a disconcerting habit of spurting forward in circulation, or going out of business, or merging, or acquiring new owners with changed ideas about the type of reader to be attracted. Markets, likewise, are in a permanent state of flux.

What good is a study of New York newspapers made when the *World* flourished, the *Evening World* and the *Telegram* were still separate entities, the *Graphic* was alive, and the *Brooklyn Times* and the *Standard-Union* were not yet merged? Yet such a study would be only three years old.

How much value has a market map of the United States that was plotted before Los Angeles moved from the tenth city in size to the fifth, before Miami increased its population 274 per cent in a decade, before the textile trade's trek

southward caused cities in Massachusetts to drop twenty points in population rank while Carolina towns gained accordingly? Of what interest, other than historical, would be the most scientifically worked out ratio of how advertising expenditures should be divided—prepared before the days of radio?

Another factor, however, is still more important. If the measuring sticks were calibrated according to fundamental and stable principles, it is argued, they can be reapplied to each new condition as it appears.

True. But this merely throws new emphasis on the fact that the validity of the yardstick, no matter what the circumstance, is of the utmost importance. And an impartial analysis of every yardstick that has been submitted so far shows a high component of rubber.

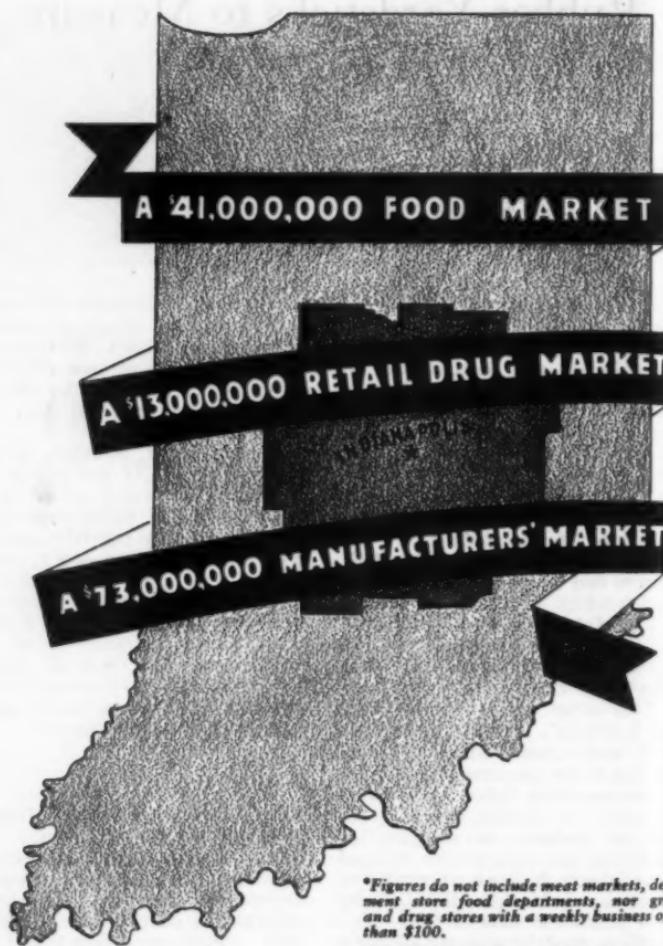
Analyzing Some of the Yardsticks

Let us examine a few of them here, and see for ourselves.

One of the oldest measures of media and markets is percentage of native-white families. Magazines, particularly, delight in boasting of their simon-pure, Mayflower-descended circulations as evidence of high buying power.

It may be that at one time this yardstick actually had a certain value. But—the point at issue here—as conditions change yardsticks of this type change with them. The curtailment of unrestricted immigration and the working of the melting pot have ended the condition of sharply dissimilar living standards which first brought this question of native versus foreign-born white population to the fore.

An examination of the census



*Figures do not include meat markets, department store food departments, nor grocery and drug stores with a weekly business of less than \$100.

**It has been estimated that the volume of business of Indiana manufacturers in Indiana represents 10 to 15 per cent of their total business volume.

May and June were comparatively low months in all lines of business—therefore the estimated figures given are very conservative.

★ The stores in May are dollars

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THE INDIANAPOLISNE



NEW YORK: DAN A. CARROLL
110 E. 42nd Street

CHICAGO: J. E. LUTA
180 N. Michigan Ave

SELL

★ The Indiana Gross Income Tax reports of 2,063* retail grocery stores in Indianapolis and its retail trading territory, for the months of May and June indicated a business volume of well over 41 million dollars for the year 1933!

★ A 13 million dollar retail drug store business was done in Indianapolis and its retail trading territory in 1933! This estimate is based on the Gross Income Tax reports of 460* retail drug stores in this territory for the months of May and June.

★ And the Gross Income Tax reports of 1,103 manufacturers in Indianapolis and its retail trading area for the months of May and June indicated a business volume of well over 73 million dollars for the year 1933. This 73 million dollars represents the business volume of these 1,103 manufacturers in the state of Indiana only; it does not include their business volume outside the state**!

These figures (very conservative ones) offer ample proof that Indianapolis and the 20 counties in its retail trading territory provide a profitable market—and the other 36 counties in the Indianapolis Radius outside the retail trading area provide additional opportunities for profitable sales—in good times or bad times.

Every analysis made of the Indianapolis Radius will strengthen the assertion that it should enjoy a prominent place on YOUR sales map—and The Indianapolis News an equally prominent place on YOUR advertising schedule.

Don't neglect to sell the Indianapolis Radius in 1934—through the one newspaper that can do the job economically and profitably—ALONE—The Indianapolis News.

ISNEWS

E. LUTSELLS THE INDIANAPOLIS RADIUS
gan Ave

figures shows some very interesting statistics bearing on this subject. Would the family that owned the more valuable home or paid the higher rental be considered as having the lower standard of living or a lesser buying power? Not according to any ordinary criteria. Yet the median value of homes owned by native white families is but \$4,766 while that of homes owned by foreign-born white families is \$5,576—about a sixth more. And the median rental of homes is \$27.92 for native whites while it is \$33 for the foreign born.

Two questions may arise on the applicability of these figures to the point under discussion. First, is it not true that foreign-born families tend to concentrate in urban areas where rents and house values are higher? Second, is it not also true that foreign-born families are larger than those of native whites, entailing larger and more expensive living quarters as a necessity?

No figures seem to be available on urban rentals by family groups, so it is not possible to repeat the analysis above for urban families only. However, the fact that the median rental for all urban families (\$32.06) is greater than that for all native-white families, while less than that for all foreign-born white families, indicates at least an equality, if not a definite superiority, for the latter group.

As to the second objection—that foreign-born families are generally larger and therefore require larger dwelling space at necessarily higher cost—arithmetic offers a simple answer. Person for person, native-white families spend less for their dwellings than do foreign-born families. Here are the figures: (All expressed in medians.)

This was done for forty-eight States and the District of Columbia with absolutely no results—except a realization that there is no connection between the two.

This is not an effort to set up foreign-born families as more desirable from a customer standpoint than native-white ones. It does prove fairly definitely that the first yardstick we have considered is quite unreliable.

Income tax figures have also been used for some time as a guide to buying power. These are subject to several criticisms. For one thing, their basis is not always the same, particularly in the lower brackets. Thus of recent years no statistics are available on the number of taxes paid on incomes under \$5,000 except as a group. Since the bulk of consumers have incomes under \$5,000 it is considerably more important to know how many come between \$2,000 and \$3,000, say, than between \$20,000 and \$30,000. And the fact that, in these important lower brackets, the marital exemption makes it unnecessary for a great many to file any tax statement at all introduces another element of unreliability.

Moreover, this income tax statistic for markets is usually expressed in some such way as: Bingville, 126 income tax returns per 1,000 population. Fine, except that one year recently taxes were paid only on incomes of over \$2,500 while last year this figure dropped to \$1,000. Periodic comparisons—of great importance in times of flux—are necessarily meaningless in such a case.

Again, the income tax figure varies in value according to the product and the circumstance. Product, because manufacturers of necessity and convenience merchandise are

	Persons to a family	Rental	Rental per person
Native White	3.34	\$27.92	\$8.36
Foreign-Born White..	3.74	33.00	8.82

An attempt was made recently to discover a possible correlation—either negative or positive—between foreign-born persons per 1,000 population and per capita sales.

not likely to find much assistance in gauging potential from a comparison of figures which, after all, are derived from a minority of the population. Circumstance, because

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local conditions make New York City less a per capita market for passenger cars than many a smaller city with fewer income taxpayers per 1,000 people.

Shifting for a moment to a yardstick that has been applied solely to media, ownership of various household appliances has been advanced as an excellent gauge of living standards of readers of individual publications. Is it? Perhaps—if the sample were truly representative in every possible respect. This is seldom possible.

A recent investigation into this matter was far more thorough than most in point of the actual number of interviews obtained. Among other things, this survey attempted to show the percentage of publication readers owning electric ranges and oil burners. Yet half the interviews were obtained in cities where exceptionally mild weather prevails throughout the year and more than one-fourth of the interviews were made in a city which has a municipal power plant supplying electric current to private consumers at a very low rate.

Figures obtained in this way are scarcely usable even in weighing publication against publication, as the placement of circulation of various magazines in different localities may vary considerably even when the total circulations are approximately the same.

Retail Stores as a Measure

A recent yardstick that has its supporters is that of number of retail stores. Here it is pertinent to remember that a very rich and very exclusive suburb of Philadelphia prohibits by statute the existence of any stores of any kind within its corporate limits. While this is an extreme condition it serves to point out the growing trend to suburban living which is not accompanied by nearly so strong a trend to suburban buying. The existence of an army of commuters, who live in one place and do a large part of their shopping in another, makes the retail store yardstick one which can be used only with the utmost caution.

Most firmly upheld—and rightly so—of all market yardsticks is that of retail sales per capita. Yet this, too, is open to error and interpretation.

First of all, total retail sales may be too inclusive to help solve any particular marketing problem. Department-store sales, food-store sales, and drug-store sales do not flow in parallel channels and it is important to use the figures for the proper type of outlet if possible. If possible, because, for instance, radios are sold through radio stores, music stores, department stores, furniture stores, and electric supply stores. This naturally calls for a decision as to which retail sales figures should be used—those of the principal outlet, a composite figure arrived at by weighing for each type of outlet, or an arbitrary compromise figure of some sort, determined by the past experience of the particular company involved in selling through these various stores. In any case, it is certainly not a simple clerical procedure of laying the retail sales yardstick against each market and calling off the answer.

When the retail sales figures were first available there was a temporary disposition to regard them as necessarily defining zones of advertising. If county A had a higher per capita sales figure than county B, it was held that A should receive the greater amount of advertising attention. Later it became evident that people who lived in county B might be doing all their shopping in county A and therefore B might actually be the county with greater buying power. So this type of reasoning from the retail census figures was discarded as entirely in error.

Yet this latter decision is also open to question, a question which involves the difference between total retail sales and retail sales of different types of product. For instance, it is apparent that the high department-store sales per capita in the District of Columbia, and the low figure for Loudon county, Virginia, do not necessarily indicate that residents of Loudon county buy fewer things in depart-

CROWDS FLOCK TO AUTO SHOW

Manufacturers Encouraged by
Attendance on



more than 1,000,000. Motor officials set up day's attendance an assurance of a strong business reaction that will stimulate automobile manufacturing this year.

CHANGES HOLD INTEREST.

"Ultra" streamlined models which New York is viewing for the first time, combined with wide interest in mechanical changes, are credited with generating the revival of interest.

"As with most important trends," he said, "there are two schools of thought on full streamlining. Both agree that streamlining has its advantages, but they differ as to the importance of the results to the driver as concerned as the average driver is concerned.

RESISTANCE BIG FACTOR.

The frontal area of an automobile must be equivalent to a flat plane.

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New
I. A.

and money starts flowing to Detroit

Aided by the spirit of recovery, the new 1934 automobile models took their bows before the greatest New York Auto Show crowd in history.

Attendance the first day exceeded all previous first day records by 9 per cent. The New York Auto Show merely confirms what Detroiters have now known for months—that *1934 will be a good automobile year!* Factory schedules have taken this into consideration with resulting increases in employment. Money is flowing into Detroit, for automobile sales have a way of translating themselves into cash, quickly. The sale of an automobile puts an army of men to work at processes reacting far out into the fields, mines, lumber camps, foundries and textile mills. And all this work is paid for in cash first in the Detroit area, whence it is distributed to the subsidiary industries that contribute toward making the finished product. Is it any wonder that Detroit is America's fourth market? Is it any wonder that shrewd advertisers are making big plans for advertising here in 1934?

And Detroit is such a convenient market! It offers no complicated coverage problem. The News—Detroit's home newspaper—reaches 71% of the purchasing power homes of Detroit.

Its circulation is concentrated in the trading territory—85% Sundays and 94% weekdays—and is the largest in this area of direct influence either weekdays or Sundays.

The Detroit News

THE HOME NEWSPAPER

New York Representative

I. A. KLEIN, INC., 50 E. 42nd St. Chicago Representative

J. E. LUTZ, 180 No. Michigan Ave.

ment stores. It is obvious that these people drive to Washington when they do their department-store buying. Yet it seems equally apparent that the difference in figures for retail sales through food stores actually indicates a difference in living standards in the two communities. When a woman in Loudon county wants a suite of furniture or a new fur coat she probably gets it in Washington. But when she wants a box of soap flakes or a can of baked beans she goes to her local store, and the sales per capita of those local stores definitely reflect buying habits and living standards of this county for manufacturers who sell through this type of outlet, while per capita sales of furniture stores in this same county would mean little or nothing for a furniture maker.

Another indication of the importance of interpretation: Nevada stands at the head of all States in retail sales per capita. Should every manufacturer throw renewed effort into the battle for the Nevada market?

In general, the retail sales figure is more useful in determining sales quotas than advertising strategy. Here is a problem along this line that may be interesting. Suppose there are two papers of equal circulation, say 25,000, in towns of about the same size, say 50,000, one Northern, one Southern. The northern town has a per capita sales figure 25 per cent greater than the southern city. Is this northern paper an obviously better buy—are its readers unquestionably better prospects for merchandise?

Not necessarily! Let us suppose that the southern town has 50 per cent negro population. Here is the immediate reason for its lower per capita sales figure—southern negroes unquestionably do not have

great buying power. But the circulation of the paper in that city is very largely, if not entirely, among white families.

Then doesn't this formula hold? The northern city has a per capita retail sales 25 per cent higher than the southern city—say \$250 to \$200. The northern paper has representative coverage of its city so its readers have an individual buying power indicated by that \$250 per capita sales figure. The southern city's per capita sales figure is only \$200—but this includes the low buying figure for the negro half of the population. The white families, who constitute the southern paper's readership and who, therefore, are the only ones reached by advertising in that paper, must have bought far more than \$200 per capita in order to bring up the smaller purchases of the negroes—and, as a matter of fact, may be spending \$275 or even \$300 per person—which would actually make them better prospects for advertising than the readers of that northern paper.

This is not an attempt to tear down the labors of marketing men. It is meant merely as a reminder that "the man's the thing for all that." No sextant ever made was entirely without error, but a man who can recognize the error and knows how to correct it can navigate safely in any waters. And, to vary the simile, even if absolutely accurate yardsticks did exist there would always have to be an allowance for parallax when making measurements.

The advertiser who puts his trust in a marketing man of proved ability will come far nearer accuracy than he ever would by attempting to gauge his own markets with any one measuring stick that will ever be invented.

To Resume Community Campaign

The Salt Lake City, Utah, Chamber of Commerce is planning to resume its annual national advertising campaign which was discontinued during the depression. A drive for funds will be held from February 5 to 10 and \$40,000 has been set as the quota to be raised.

Hopper Starts Own Service

A. Raymond Hopper has resigned as advertising manager of the Hanovia Chemical & Mfg. Company, Newark, N. J., and has started his own business at 18 East 41st Street, New York, as advertising counsel and writer. He was at one time vice-president of the former advertising agency of Sherman & Leibar, Inc.

Again The Washington (D. C.) Star Leads in Advertising Linage

During the year 1933 The Washington (D. C.) Star printed

19,916,351 lines of advertising

—a lead of MORE THAN TWO AND A HALF MILLION LINES over the second newspaper in the United States and Canada.

The Star Carried MORE THAN THREE TIMES the volume of advertising of the second Washington newspaper—or a total of 47% of the combined advertising of ALL FIVE Washington newspapers.

Conclusions To Which These Figures Indisputably Lead Are—

That the Washington market offers outstanding opportunity to any worth while product.

That The Washington Star earns this preference shown it by national and local advertisers because of both the VOLUME and CHARACTER of its circulation—its acknowledged influential place in the home life of this prosperous market—dominating it completely.

That COMPLETE COVERAGE of the Washington market is ECONOMICALLY accomplished by ONE newspaper —THE STAR—Evening and Sunday.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
 Dan A. Carroll
 110 E. 42nd Street

Chicago Office:
 J. E. Lutz
 Lake Michigan Bldg.

TWO GLOOMY HAIR *Mrs. O'Malley and Old Dutch*



IT'S a cure for the doldrums —a dose of the O'Malleys, Anne Cameron's footloose and fancy-free rovers, who migrate from state to state with their broken-down bus and their hero, Gambler, the goat. Their coming brings dismay, their passing relief, to the Ladies' Aids and Community Chests.

Their appearance in the Post brings deep satisfaction to hun-

dreds of thousands of readers. **THE M**
for Mrs. O'Malley has friends **CHOS**
from Maine to California. **by the bu**

And Old Dutch Clean **when Old**
shares these friends—sh **far from**
the friends of Mrs. O'Malley **world kn**
and all the long list of **inser Gi**
characters that have **any of the**
national fame. For Old Dutch **have b**
has been advertised in **years. An**
Saturday Evening Post since **old by g**
1900. **straight t**
we have

**THE POWER THAT BRINGS NATIONAL REPUTATION
TO AUTHORS AND LIFE TO THEIR CHARACTERS IS
THE SAME POWER THAT GIVES NATIONAL REPUTA-
TION TO ADVERTISERS AND LIFE TO THEIR TRADE**

TH **TU**

POIHASERS... and Old Dutch Cleanser



THEY BOTH
WON FAME
IN THE
POST



THE MAKERS OF OLD DUTCH CLEANSER SAY:

of read as friend CHOSE THE POST TO
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ornia. By the bulk of our advertising
Clean when Old Dutch was young
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world known. The Dutch
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ave any of the fiction characters
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1 in years. And today Old Dutch
old by grocers everywhere.
straight through the depres-
we have continued to con-

centrate the bulk of our advertising in the Post. For it reaches, we are very sure, America's finest audience—the great mass of intelligent, home-loving men and women our nation couldn't do without. They read the Post, they trust the Post. And their purchases in response to our advertising in the Post have made Old Dutch America's favorite—and the largest selling cleanser in the world."

THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"

Industry Planning under NRA

Opportunity for Trade Associations to Develop Business with Regulated Individualism

THIS remarkable exposition of the aims and aspirations of the NRA was contained in a Washington news release. It is worthy of thoughtful and sympathetic reading by all men in business. Trade and industrial associations, Mr. Compton states, must be instrumental in the accomplishment of the fundamental purposes back of the NRA.

By Wilson Compton

Chief of Trade Associations, National Recovery Administration

THE National Industrial Recovery Act was hailed as a Magna Charta for trade and industrial associations. But it is more than that. It is a challenge to both industry and public service.

Trade and industrial associations are the backbone of the system of industrial code government authorized under the Act and being diligently and courageously developed by the National Recovery Administration. But this background of trade organization is as yet inadequate.

Code government and the opportunity which it affords for deliberate industrial self-regulation have conferred privileges and imposed duties to which the association establishment of American industry has not yet adjusted itself. There are in this land many thousands of trade and industrial associations, local, regional or national in scope. But of these only a few hundred were effective; the others were struggling against difficult, if not insuperable, obstacles.

Co-operation in industry, under our traditional system of competition enforced by the sanctions of repressive statutory prohibitions, has been under a conspicuous handicap. Much public mention has been made of the anti-trust laws. No one will seriously question the wisdom or the public value of their objectives. Nor will any person informed of the facts and problems of industry and commerce under present-day conditions be left

in doubt of the unwise of the manner in which it was sought to accomplish these public objectives under the anti-trust laws. Public protection, and not the particular formula by which it is secured, is the important consideration.

The Sherman Act, though sound in purpose and principle, was inflexible in application and inconsiderate of changing competitive conditions in a world of economic change. In many respects and in many industries the act had become a destroyer of public interests which it was intended to protect. In many industries it became the greatest ally of monopoly. It deprived small enterprises of the privilege of co-operation with others, which was their only effective means of meeting the competition of large enterprises. Even among the more highly centralized industries, the heavy hand laid upon effective co-operation left competitors both large and small at the mercy of destructive practices.

As long as public purchasing power was abundant and the demand for commodities heavy, the industries and trades were enabled by and large to withstand these adverse conditions, to absorb them, and to carry on. But when public purchasing power fell by half and the demand for commodities vastly declined, they were confronted with the unhappy choice of joining in the national epidemic of competition in wage reductions or risking annihilation.

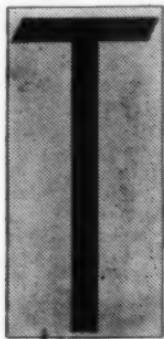
The American people were being

FIRST IN PHILADELPHIA

★ ★ ★ ★ ★
**The
EVENING PUBLIC LEDGER**

DURING 1933 LED

ALL PHILADELPHIA NEWSPAPERS IN



OTAL
advertising
display advertising
retail advertising
dept. store advertising

ITS POWER TO PRODUCE RESULTS IS RE-
SPONSIBLE FOR THE EVENING LEDGER
BEING REGARDED AS A "MUST" NEWS-
PAPER BY SUCCESSFUL ADVERTISERS

PUBLIC LEDGER

MORNING



EVENING

SUNDAY

called upon to pay too high a price for the preservation of the legal forms of competition, which had lost both their economic and humanitarian substance.

For more than a decade far-seeing men in industry and in Government have sought constructive modification of the anti-trust laws which would preserve the substance, if not the traditional form, of the protection through public sanctions and supervision of reasonable agreements in industry and commerce. But only the universal distress of a prolonged depression, which was witnessing the gradual destruction of the nation's wealth and the people's savings, has converted that policy into public action.

That the business world has been prompt to respond as best it could to the opportunity thus created is manifest in the fact that already nearly 60 per cent of industry is under permanent code. Another 20 per cent probably will be under code within the next few weeks, and the remainder as promptly as reasonably representative and effective organizations can be established in those industries or industrial groups which are presently without satisfactory organization.

Problems Have Only Begun

But the problems of trade associations and their code authorities have only begun. The most important and most difficult problems lie ahead in the field of industrial code administration. Associations vested with responsibilities for code administration must develop, if they do not already have, reasonable facilities for fact finding, investigations, inspections, audits, education of members of industry, provision for adjustment and arbitration of complaints, and the adjudication of appeals.

Under many of the codes, industries must develop standard methods and classifications of cost accounting, and methods and forms of statistical report. The activities of code government into which industrial organizations have been suddenly plunged include legisla-

tive, executive and judicial functions. It is not to be expected that the trade associations will have uniform or universal success in meeting these new obligations. It is rather to be expected that both the trade associations and the National Recovery Administration will join in the continuing and hopeful effort of improving the efficiency and extending the facilities of the American trade associations and their code authorities.

Two Divisions of Code Administration

Broadly speaking, there are two divisions of code administration:

First: Deliberate and orderly planning of industry, relying upon industry education and upon the desire of the vast majority of competitors to deal fairly among themselves and with those dependent upon them for employment.

Second: The so-called "administration of compliance," based upon complaints of violation of codes or of industrial disputes arising thereunder.

The first is constructive and relates to all industry members. The second is remedial and, in general, relates to the pathological fringe in each industry which is not content to deal fairly with fair-dealing competitors or with labor or with the public, but seeks opportunity for special and often unfair advantage. The administration of compliance under codes of fair competition may be generally divided into three classes, including:

First: Complaints of non-observance or prescribed wages and hours of labor, or other labor provisions;

Second: Trade practice complaints;

Third: Complaints involving jurisdiction and often competitive controversies between industries and trades.

But the greatest opportunity for associations is in that development and administration of industry which for lack of better phrase, I term "industry planning," with all that it implies in industry stabilization, balance of production and consumption, security of employ-

Philadelphia's FIRST

Morning and Sunday Newspaper



THE PHILADELPHIA INQUIRER AGAIN IN 1933 DOMINATED THE LOCAL MORNING AND SUNDAY NEWSPAPER FIELD . . BEING

1ST in total paid advertising
in local retail advertising
in dept. store advertising
in national advertising
in automotive advertising
in classified advertising

Because . . . THERE IS NO SUBSTITUTE FOR RESULTS IN ADVERTISING



The Philadelphia Inquirer

WHEN AMERICA COMES

*do you neglect
the most sellable
25 Percent?*

**Are you duplicating
your efforts on The
Important Thirties to
the exclusion of
The Tellable, Sell-
able Twenties*....?**

IF YOU make a product for adult women, 28% of your market consists of females between the ages of 20 and 29—the largest ten year group of adult women in the country.

IF you are interested in

40%

LINEAGE GAIN

Advertisers are recognizing the importance of The Tellable, Sellable Twenties. In the first quarter of 1934, MODERN MAGAZINES made a 40% gain in advertising lineage over the same period of 1933.

married women only, these twenty-to-twenty-niners comprise exactly one quarter of the market.

means, cover

to the exclu

YET you may be advertising most exclusively in women's publications whose readers are an average age in the thirties. (All of "the 6 leading women's magazines" without exception

"Reach the Younger Housewife in MODERN MAGAZINES while she

10,506,991
20-to-29 Year
Old Women

WHAT WOMEN

* The 10,506,991 20-to-29 year old women in old women in the United States report States represent 28% of all over 20 females. 25% of all married females 20 to 29 years of age.

COMES to MARKET..

These ladies
might just as well
be bar charts.
They are in ex-
act ratio.

All figures from 1930 U. S. Census



7,224,091

40-to-49 Year
Old Women

The 7,224,091 40-to-49
year old women in the
United States represent
20% of all adult
females.

22% of all married
females are
40 to 49 years of age.

10,182,151

Women 50
Years Old
Or Over

The 10,182,151 women
of 50 and over in the
United States represent
27% of all adult
females.

22% of all married
females are
50 years old or over.

WHAT WOMAN MARKET OF AMERICA LOOKS LIKE

6,991 20 8,087,420 30-to-39
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females. 0 females.
of all married
females 0 females are
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average reader age in the thirties.)

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means, cover The Important Thirties—
to the exclusion of The Tellable, Sell-
twenties, the younger generation of
women's wives.

the third after these young, moldable minds
are now forming the household buy-
bits of a lifetime! Introduce them to

your product. Tell them what it's for, when
and how to use it, where to buy it. It will be
news to them . . . as interesting as the other
contents of

MODERN MAGAZINES

[Modern Screen, Radio Stars and
Modern Romances

are bought each month by over 1,050,000
women at an average age of 26.9 years.

GAZ "While she's forming the buying habits of a lifetime!"

Nothing means more to you, and you, than

your own immediate personal problems.

Physical Culture is the only magazine which you

can consult for authoritative advice on such

matters. This explains why more than a quarter

of a million substantial families buy Physical

Culture Magazine every month without fail. It's

their Personal Problem Magazine.

John F. Learter

ment, avoidance of preventable wastes, encouragement to technological advance and improvement (where improvement is vastly needed) in the processes of marketing and distribution.

More Than an Experiment

Code government under the National Recovery Administration has been described as an experiment. But it is more than that. It is fast becoming a demonstration. Those who believe that nothing ought ever to be tried for the first time will, of course, find no good in this undertaking. Those, however, who believe that the uncontrolled competitive process in modern business is needlessly harsh on employer and employee alike, that this harshness is not compensated by commensurate public benefits, and that it can be tempered by the establishment of reasonable controls under public sanctions, will find good in the Act. Those who believe, as I do, in the fundamental capacity of American industry for intelligent courageous and honorable self-regulation will find in the Act much good, promise and hope.

The National Recovery experiment is, itself, not a cure-all. It is seeking, however, to do more than relieve the symptoms of the depression. It is seeking to remove causes. The extent to which it succeeds is, perhaps, now dependent largely upon Government, but ultimately will be dependent upon industry, on trade associations and their code authorities. It already has had the visible effect of inspiring more men to do their thinking for themselves rather than buying it ready made.

Those of us with large industry responsibilities who are close enough to industry to understand its facts and problems; and yet far enough away to view them in a fair perspective of valid public interests, are not so much concerned whether the National Recovery undertaking fits the economic textbooks as whether and how it can best be made to work. The plan of industrial self-regulation under the Recovery Act affords the

greatest potential chance in our national history for a combination of sound industrial programs and right persons and right attitudes to make them work. That is the problem which industry and trade associations will solve.

Perhaps I can define the opportunity and the obligation imposed upon associations no more clearly than in the language in which six months ago I submitted to the Lumber and Timber Products Industries the proposed Code of Fair Competition, subsequently approved by the President, under which these industries today are operating:

"The National Industrial Recovery Act offers to the forest products industries the most promising opportunity yet afforded—or likely to be afforded—for orderly and effective self-government. It is an emergency plan. If it works it will continue. But it is much more. What is going on in America, as I view it, is a gigantic struggle between socialism and regulated individualism. Uncontrolled individualism as manifested in the past decade has failed. If regulated individualism likewise fails the obvious alternative is socialism in some form, with its supplanting of individual initiatives and its suppression of individual rights.

Offers Means of Making Self-Regulation Effective

"There is more at stake than that. I do not believe that regulated individualism will fail. If it fails it will be because direct Government regulation, which ultimately is necessarily political, will have supplanted industrial self-regulation. The National Industrial Recovery Act gives industry not only the opportunity for self-regulation but, what is more important, the enforceable means of making it effective. No great industry is acting wisely which does not promptly respond to the nation's challenge or which does not deliberately, courageously and in good faith seek to establish in this country the right, the effectiveness, and the public dependability of industrial self-government.

"If we keep our heads, if we

don't try to run before we walk nor permit others to persuade us to do so; if we don't expect too much; if we sturdily withstand the stampede of bogies and hobgoblins; if we do our part courageously; and if we seek for ourselves only the same consideration that we could accord to others, these things will work out all right.

"Of that I am confident. A great opportunity confronts American industry—and a solemn duty. Upon its outcome depends the livelihood of millions of people; and the opportunity to prosper, of every industry. It is a task for honorable men. Statesmanship is finding out which way God Almighty is going and getting things out of His way."

New Era with Wholesalers' Code

AN important feature of the Master Wholesale Code, signed by President Roosevelt, is its inclusion of a differential clause recognizing the economic function that is performed by the wholesaler.

"Inclusion of this clause," in the opinion of H. W. Prentis, Jr., first vice-president of the Armstrong Cork Company, "will inaugurate a new era in merchandising, provided the wholesaler makes the most of his opportunity. The old-time jobber was what one might term a distribution free-lance. He knew no responsibility to his manufacturing sources of supply except to

pay for the goods he purchased. Today the picture has changed. The old-time jobber has become the modern wholesale distributor.

"Because of the closer and more permanent relationship which exists today between the wholesaler and his sources of supply, it is essential that this relationship be based upon mutual confidence and understanding. Inclusion of the differential clause in the code means that henceforth all manufacturers who choose to market all or a part of their output through wholesalers must recognize the vital part played by distributors in the machinery of modern distribution."

Feiker, Executive Secretary, Engineering Council

Frederick M. Feiker has been appointed executive secretary of the American Engineering Council, with headquarters at Washington, D. C. He formerly was managing director of the Associated Business Papers, Inc., and later director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce. For the last six months Mr. Feiker has been in charge of an inquiry into the needs and methods of developing trained men for the textile industry under an educational grant from the Textile Foundation.

Succeeds Franklin P. Glass

Richard Furman Hudson, general manager, has been appointed president and publisher of the Montgomery, Ala., *Advertiser*, succeeding the late Franklin P. Glass. Grover C. Hall remains as editor-in-chief. Mr. Hudson, who owns a minority interest in the paper, joined the *Advertiser* thirty years ago.

Howard Rockey with Grey

Howard Rockey has joined the production staff of the Grey Advertising Agency, New York. He formerly was with World Broadcasting and Lord & Thomas.

Wisconsin Markets, Inc., Re-Elects

Wisconsin Markets, Inc., covering a group of Wisconsin cities with headquarters in Milwaukee, has re-elected Frank R. Starbuck, publisher, Racine *Journal-Times* and Harry H. Bliss, publisher, Janesville *Gazette*, president and vice-president respectively. Irving C. Buntman was re-elected secretary, treasurer and manager. The organization has prepared a new market analysis in the form of a four-page brochure standardized in its content for each of the markets in the group.

Opens New York Office

Free & Steininger, Inc., Chicago, radio stations representative, has opened a New York office in the Chrysler Building. H. Preston Peters is now vice-president in charge of the New York office. He is succeeded in the Chicago office by Paul A. Lamb.

Two to Low Agency

The Acheson Manufacturing Company, New York, plumbing specialties and the Magnolia Metal Company, Elizabeth, N. J., have appointed the F. J. Low Company, Inc., New York, to handle their advertising accounts.

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Copy Testing Grows More Accurate

Last Three Years Have Seen It Put on Basis Closer to Scientific

GILLETTE SAFETY RAZOR COMPANY
BOSTON

Editor of PRINTERS' INK:

Will you kindly send to us references to articles in PRINTERS' INK referring to testing of the value of advertising, methods, actual test campaigns?

W. A. MALMBERG,
Secretary to Gerard B. Lambert,
President.

THE subject of copy testing has received unusually wide attention during the last two years. There are two reasons for this, the first being the rapid development in the scientific technique of advertising. The second, of course, is that many manufacturers found it necessary to prove to themselves so far as possible, the value of any advertising used during a depression period. They were no longer in a position to gamble on advertising effectiveness.

Of the various types of copy testing none is wholly without flaw. However, as testers gain in experience and have a greater body of data behind them, unsatisfactory methods are gradually being eliminated and the best features of the best methods show a tendency to coalesce.

The fact remains in spite of the amount of experimentation that still needs to be done, several methods of copy testing have reached a remarkably high stage of accuracy.

The one thing that has bothered advertisers from the beginning of testing experiments is the difficulty of approximating in the test actual reading conditions. In other words, as soon as a person knows that he is being asked to participate in an experiment he immediately ceases to become a consumer and begins to set himself up as an advertising expert.

It is a well-known psychological fact that a person in this frame

of mind will try to be helpful and, furthermore, will pick advertisements with regard to what educated and highly moral persons should choose. The result of this is that occasionally advertisements which have had very high pulling power have fallen down in tests because the consumer being tested did not think it quite nice that he should like that particular type of advertisement whereas when he read the advertisement, it made its impression on him.

Several copy-testing methods have gone a long way toward eliminating this difficulty. Attention value tests made on the basis of calling upon readers of magazines within a short period after the time they have read the magazine have been successful because they have eliminated a lot of the laboratory ideas.

Probably the most satisfactory testing method today is the actual running of advertisements in test areas. This, however, is an expensive process and subjects a campaign to long delay. To the advertiser who does not want to delay, such a system is useless. He then finds himself forced to choose between several of the recognized forms of psychological testing.

It is to be hoped that the comparative failures of certain testing experiments will not sour advertising men on the testing idea. They must remember that they are dealing with a very intangible subject and that only a great amount of experiment will put copy testing on an actually scientific basis if such an eventuality is really possible.

Testers, however, have built up such an excellent body of data that testing has lost many of the gambling aspects that used to characterize it. Therefore, advertisers should assume an open frame of mind when the question of testing is brought before them.

It isn't the size of the dog

.. it's the size of the hind legs



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**what's "fighting size"
for Magazine circulation?**

IN the fight for markets, it's results that score. The 300,000 circulation of The Parents' Magazine may be a better "fighting size" than a 3,000,000 circulation.

If the Parents' Magazine sells proportionately more soap or soup or refrigerators, it's bound to win the verdict of the advertiser. That's why the lineage curve of The Parents' Magazine has been climbing up into the blue . . . through penny-pinching years when most magazines have been slumping into the red.

We all know young mothers

control more buying than any other class in America . . . they buy for themselves, their husbands, their growing children, and their expanding homes.

Women read many magazines for recreation. But young mothers read The Parents' Magazine for guidance in the one subject of absorbing, almost fanatical interest to them . . . the rearing of their children. Naturally then, products advertised in The Parents' Magazine share its peculiar and powerful prestige in the Market of Greatest Buying Expectancy.

the
PARENTS' MAGAZINE
 114 EAST THIRTY SECOND STREET, NEW YORK

Research Man, Mad as Can Be, Challenges Mr. Dough

Foolish Questions Asked in Every Business, He Says, So Why Classify Survey-Makers as Nuisances?

CHICAGO

Editor of PRINTERS' INK:

By profession I am a maker of consumer researches, and I read with fine indignation the article by John Dough in your issue of December 21, page 53, in which he strikes at my livelihood. I infer from his statements that he has a wife and child. I happen to have one of each myself, and if, as he suggests, consumer surveys are dropped down elevator shafts all over the country, the three of us will move in on him before the echo of the last drop dies away.

Now, I have a good-looking wife and a smart kid; I play a decent game of ping-pong and always use my own razor; so Mr. Dough can take his choice: We will either go on under the present system, or he will have three permanent guests in his modishly maidless establishment, and I won't supply a maid, either.

Don't you think it is alarming enough to have the Tugwell Bill coming along to play bogey-man or Joe Sludge to the advertising business without inconsiderate men like Mr. Dough running down my job? Besides, I didn't like that crack about survey-makers wearing horn-rimmed glasses. Some of these fortunate people with 20-20 vision never use their eyes for anything except looking for trouble, anyway, and have no license making unkind remarks about their four-eyed fellow men.

PRINTERS' INK came into the office of my merchandisingly alert boss. I grabbed it, got as far as that obnoxious article which you had the temerity to publish, and promptly stowed it away out of sight. I used to pull a similar trick on my father while I was in college and the grades arrived home at the end of the term; but I never thought I would be prac-

ticing such underhanded methods on my own boss.

"Where's that PRINTERS' INK?" he demanded, when he finally showed up after lunch.

"I saw it around, boss," I replied, "but left it right on your desk where I found it."

He'll find P. I. all right, in the Chicago river, if he wants to take a jump in after it, otherwise, let him blow a dime and buy a new one.

I claim that making surveys is often an art, just like making anything is often an art. I go around from housewife to housewife, asking them a lot of questions, and sooner or later I will become an expert in human nature, especially the human nature of housewives. Personally, I know all I care to know about them, excepting my own, about whom I am still learning. But the rest of them—the mean ones, the gabby ones, the too-busy ones—while not exactly an open book are by no means a closed chapter to me. As I say, though, I know all I want to know about them, but we don't need another vice-president at my place right now, so I suppose I will have to go on studying them.

So Many of Them, They Must Have Some Use

I don't want Mr. Dough to get me wrong. It is not my fault that I annoy his wife when she is straightening up his room or cleaning out the tub after him. It is obviously mine not to reason why. There must be some use for consumer surveys or there wouldn't be so many running around for Mr. Dough to trip over. (He even had to go and make one himself to add to the general confusion.) They are like the poor people: The Lord must love them, or He would have put a stop to them long ago,

which certainly wouldn't have made me mad—I mean about the poor people.

Another fairly logical explanation is that we have a lot of accounts that want to know why they can't sell more merchandise. They think it isn't their fault, because they spend I don't know how much, and don't care, developing their products. Either they don't buy enough advertising, or women don't like their products; so it is my job to go out and prove that women do like their products, and that they don't spend enough money talking about them. I have always been able to prove this very emphatically, and hope to continue doing so without any further trouble from people like Mr. Dough, and I don't think that's his right name, either.

We have to put up with a lot of things for the sake of progress in this world, and if Mr. Dough wants to pick on something, let him assail the barber, who wants to know what you'll have on your hair, and intimates that a shampoo wouldn't be out of order, or the gas station attendant who asks if you don't want oil, or water, or alcohol, or how about a can of body polish. There are a lot of annoyances in our increasingly socialistic system besides me which warrant annihilation.

I had the pleasure of interviewing Mrs. Dough at one time, and I want to say right here that she is a mighty fine woman. At least, it must have been Mrs. Dough, because, as Mr. Dough said in his article, the baby was bawling, and the lima beans were boiling over. (He said lima beans, but we call them onions at my house when they smell like that.) If Mrs. Dough doesn't want me to call there, I certainly won't do it any more. If she sincerely feels imposed upon, she is one out of a hundred women. Most of them take a fanatical pleasure in telling me just exactly what they do or don't like about certain products. And not only certain products, but a lot of other things.

It is only natural that women

have a lot of opinions and ideas to air. The children are too young to listen, their husbands are too busy, so who could be a better target than the vacuum cleaner salesman or the survey-maker? So, therefore, I claim that I am a great boon to housewives.

But for women like Mrs. Dough, I admit that we ought to work out a system of coventry in our survey-making. We might even adopt the tramps' system of putting chalk marks around town where we are not wanted. A certain symbol might mean, "This woman is too windy," another might signify, "Beware the dog," or "Can't speak English," or "Annie doesn't live here any more; she ran away with Elmer." Chinese characters might do very nicely, except the laundries might misread the symbols and start a disastrous tong war.

I wanted to get this off my chest, anyway. I don't know what business Mr. Dough is in, but I would like to remind him that



Drawn by A. Beresford, of Lessell Hutchison Ltd.

MARKET RESEARCH

"How much did you say you spend on cosmetics, madam?"

—Advertisers Weekly.

there are foolish questions in any business. As a matter of fact, they constitute the nuts and bolts in the wheels of progress.

In case you don't want to print this letter, I don't blame you, but do me a favor and send it to Mr. Dough, anyway. If he wants to carry this dispute any further, I

will be glad to meet him at the corner of 42nd and Broadway, or State and Madison, or Main Street and Esmeralda Ave., or wherever he lives, take off my horn-rimmed glasses, and settle this thing once and for all, Queensbury rules.

Yours for more surveys in 1934.
A RESEARCH MAN.

Urges Support for S. 2000

MANUFACTURERS should get behind S. 2000, the Copeland food and drugs legislation, with the same energy with which they opposed the Tugwell Bill, in the opinion of Lawrence V. Burton, editor of *Food Industries*, who last week addressed the Chicago meetings of both the meat section of the National Canners Association and the National Pickle Packers Association on this question of legislation.

Comparing the Copeland measure point by point with its predecessor, he said:

"The Copeland Bill, as S. 2000 is now called to distinguish it from the 'Tugwell' Bill, S. 1944, remedies most of the objectionable features of the latter and provides a series of checks and safeguards to prevent the promulgation of regulations by the Secretary of Agriculture which might be arbitrary or capricious.

"Under S. 2000 legal procedure will be very much like the procedure under the present law, except that the Government has much

greater powers than before, particularly in such matters as inspection, copying records of plants, branding, advertising, emergency matters and adulteration.

"Interest of the consumer is safeguarded, protection is greatly improved, and yet the measure is one which will meet the approval of most manufacturers of foods."

Down the street a piece where the members of the National-American Wholesale Grocers' Association were holding forth, a different view on this matter was exposed. It is the grocers' suggestion that the Government amend the existing food and drugs act if abuses are found impossible to correct under the present regulations, instead of repealing the present law and replacing it with an entirely new one.

In discussing various aspects of food legislation, Dean T. Ackerly, counsel for the wholesalers, predicted a flood of State bills patterned after the original Tugwell measure and urged that a close watch be kept on such developments.

Columbia Takes Over Theater

The Hudson Theater, New York, has been leased by the Columbia Broadcasting System. It becomes the Columbia Broadcasting System's Radio Playhouse and will be opened with a special evening performance on February 3. Admission to all broadcasts will be by ticket but there will be no admission charge. A feature of the theater will be a glassed-in control room so that the audience will see not only the performers but actual technical control of the broadcast.

Branham Issues Directory

The Branham Company, publishers' representative, New York, has issued a new edition of its annual telephone directory of New York advertising businesses.

Starts Own Business

The Raymond Campbell Company has been formed in New York, with offices at 41 East 42nd Street, to represent publishers in Eastern territory. Mr. Campbell was formerly with Calkins & Holden and with N. W. Ayer & Son, Inc. More recently he represented *The American Magazine* in the Ohio territory. *Wines & Liquors*, Chicago, will be represented in the East by Mr. Campbell.

Directs Ponton Sales

William J. Jennings, Eastern representative of Buckley, Dement & Company, Chicago, for the last ten years, is now general sales manager of W. S. Ponton, Inc., New York advertising mailing service, lists, etc.

LOS ANGELES

ADVERTISING SCORE

For 1933

Total volume of paid advertising carried by each Los Angeles newspaper for full period of January 1 to December 31, 1933—stated in agate lines.

LOS ANGELES TIMES 12,206,012

—
EXAMINER 9,382,408

—
HERALD-EXPRESS . . 8,587,754

—
POST-RECORD 2,326,716

—
DAILY NEWS 2,063,712

As Los Angeles afternoon papers have no Sunday editions, they concentrate in six issues a considerable amount of advertising that otherwise would spread over seven days. On the other hand, the Sunday issue of the Los Angeles Times attracts an immense volume of advertising which would go to the week-day Times if there were no Sunday issue. Notwithstanding this, The Times on week-days alone during 1933 printed 8,527,848 lines of advertising, whereas the largest afternoon paper, with all its advertising and energies focused on six days, printed but 8,587,754 lines.

Equally significant, The Times in the morning field forged still further ahead of the second morning paper—first in every department of advertising—with a week-day lead of 2,560,446 agate lines, and a Sunday lead of 263,158.

LOS ANGELES TIMES

Chain-Store Sales for December

Company	December 1933	December 1932	% Chge.	12 Months 1933	12 Months 1932	% Chge.
Gt. At. & Pac. (a)	\$64,479,397	\$63,864,440	+ 1.0	\$683,142,298	\$736,017,136	- 7.2
F. W. Woolworth..	36,995,608	33,102,028	+ 11.7	250,512,599	249,891,640	+ 0.2
*Sears, Roebuck (b)	34,482,615	27,454,971	+ 25.6	268,903,072	261,052,780	+ 3.0
J. C. Penney	25,823,805	18,941,286	+ 36.3	178,769,939	155,271,981	+ 15.1
*Montg. Ward (c) ..	25,021,715	21,055,133	+ 18.8	182,820,093	168,041,185	+ 8.8
S. S. Kresge	19,732,232	18,050,900	+ 9.3	125,734,197	124,421,062	+ 1.0
Safeway (d)	17,746,262	16,294,411	+ 8.9	219,628,977	226,706,597	- 3.1
Kroger G. & B. (e)	16,919,801	16,139,806	+ 4.8	205,688,214	213,159,743	- 3.5
W. T. Grant	12,451,192	11,367,720	+ 9.5	77,648,078	73,308,541	+ 5.9
S. H. Kress	11,440,676	9,327,444	+ 22.7	65,018,107	62,776,949	+ 3.6
American Stores (f)	9,387,818	9,250,463	+ 1.5	109,387,177	115,453,529	- 5.2
J. J. Newberry	6,066,047	5,390,536	+ 12.5	35,144,218	33,121,669	+ 6.1
Walgreen	5,310,693	4,102,814	+ 29.4	47,405,076	45,834,599	+ 3.4
National Tea (g)	4,934,844	5,349,543	- 7.7	62,608,617	65,524,245	- 4.4
G. C. Murphy	3,590,687	2,854,656	+ 25.7	21,844,896	18,497,004	+ 18.1
H. C. Bohack (h) ..	2,580,622	2,522,241	+ 2.3	27,830,795	29,901,659	- 6.9
Neisner Bros.	2,532,230	2,188,483	+ 15.7	15,178,032	14,821,112	+ 2.4
Interstate Dept. (i) ..	2,417,973	2,280,929	+ 6.0	16,484,732	17,387,439	- 5.1
Melville Shoe (j)	2,307,892	1,885,029	+ 22.4	21,072,901	20,548,686	+ 2.5
Peoples Drug	1,670,949	1,812,360	- 2.4	15,498,187	16,199,006	- 4.3
West. Auto Supply	1,307,600	1,061,600	+ 23.1	12,857,000	11,797,700	+ 9.0
Schiff Company	1,218,947	1,013,866	+ 20.2	9,365,111	8,878,278	+ 5.5
Lane Bryant	955,337	898,066	+ 6.4	11,277,273	11,605,335	- 2.8
M. H. Fishman	468,787	413,645	+ 13.3	2,797,068	2,629,022	+ 6.4

*Includes both chain and mail-order sales.

- (a)—4 and 44 wks. ended Dec. 30.
 (b)—4 and 48 wks. ended Dec. 31.
 (c)—For December and 11 mos.
 (d)—4 and 52 wks. ended Dec. 30.
 (e)—4 and 52 wks. ended Dec. 30.
- (f)—4 wks. and 12 mos. ended Dec. 30.
 (g)—4 and 52 wks. ended Dec. 30.
 (h)—4 and 48 wks. ended Dec. 30.
 (i)—December and 11 mos.
 (j)—4 and 52 wks. ended Dec. 23.

Number of Stores in Operation

	END OF DECEMBER 1933	END OF DECEMBER 1932		END OF DECEMBER 1933	END OF DECEMBER 1932
Kroger	4,407	4,744	Walgreen	478	472
Safeway	3,293	3,370	W. T. Grant	457	445
J. C. Penney	1,466	1,476	S. H. Kress	230	230
National Tea	1,299	1,389	G. C. Murphy	180	175
Kresge	720	718	Peoples Drug	113	117
Melville	537	498	Neisner	79	79

According to a study of chain-store sales for 1933 by Merrill, Lynch & Company, a strong recovery was made by both the chain and mail-order companies in the last six months of 1933. While the aggregate results of twenty-seven chains and two mail-order companies showed a decrease of 1.52 per cent in 1933 over 1932, the sales of the last six months of 1933 showed an increase of 6.66 per cent over the corresponding six months of 1932. In the first six months of 1933, the same companies showed a decrease of 10.7 per cent over the corresponding months of 1932.

The Great Atlantic & Pacific Tea Company, which operates about 15,500 stores located all over the country, reported an increase of 0.96 for the four weeks ended December 30, 1933, over the corresponding period of 1932, compared with a decrease of 1.26 per cent for the previous five-week period. It is understood that this is the first monthly dollar volume gain reported by that company since September, 1930, when 2.3 per cent increase was reported. However, that increase was followed by thirty-nine months of uninterrupted decline in sales percentages.

Common-Sense Talk on Price Cutting

This Manufacturer Believes That Strict Price Maintenance for Advertised Lines Is Impracticable

RECENTLY a well-known manufacturer of trade-marked merchandise wrote a memorandum to the executives of his company concerning the subject of price maintenance. Because it is a confidential memorandum we are not allowed to reveal the name of the manufacturer. However, since it is such a frank and challenging discussion of a controversial subject, we present the memorandum as written without necessarily endorsing the views it contains. We should be glad to get letters of agreement or disagreement from others who have convictions on this highly controversial subject.

IN considering the subject of price maintenance as related to advertised trade-marked products, it resolves itself into the simple proposition included in the following questions which I am asking and answering:

Q. Who started price cutting?

A. The retailer.

Q. What was the purpose of price cutting?

A. In the past the retail price at which advertised trade-marked products were sold was printed on the package, and the retailer practiced price cutting to indicate that he was selling goods below the regular price and to give the impression that other goods were similarly sold below the regular price.

Q. Who are the price-cutters?

A. Price cutting is not confined to any particular class of retailer. The neighborhood retailer cuts prices for the purpose of getting additional business and bringing customers into his store—it is practically the only means by which he can advertise in his particular location. He can only use his windows and distribute circulars in the neighborhood, as the newspapers and other general circulating mediums have a circulation among so many to whom the neighborhood store is not accessible. He can occasionally use high-spot outdoor advertising in his locality.

Q. How can a manufacturer of a trade-marked product stop retailers from price cutting?

A. Many manufacturers of nationally distributed advertised trade-marked products have hundreds of thousands of retail outlets with which it would be impossible to have direct dealings, so the distribution is made through the wholesale or jobbing trades—this makes it very difficult to prevent price cutting.

One method that has been proposed for overcoming this condition is the legalization of contracts between the manufacturer and the wholesaler and the retailer.

Q. Is there any way by which price cutting could be stopped?

A. By legislation, or by agreement under the NRA codes.

Q. What is the effect on the manufacturer when the retailer cuts prices?

A. When the retailer cuts the price, it helps the manufacturer insofar as it makes the cost to the consumer that much less. However, it antagonizes a large majority of the retailers. The cutting of the price in some cases causes the product to sell as cheaply as a non-advertised product, and this results in more sales.

This is to the advantage of the manufacturer if he continues to charge his regular price to the

trade. If he is a large advertiser and his goods are in demand, he can be adamant in his prices, discounts and terms, and therefore he need not sacrifice his product to make it possible for the public to buy his goods at a low price.

The retailer in cutting prices on an advertised trade-marked product for which there is a demand, helps the manufacturer toward a monopoly. When there is competition by another advertised trade-marked product on which the price is not cut, it means that the cut price to the purchaser sells more of the product that is cut.

Q. If the above is true, why do the manufacturers of advertised trade-marked products claim that price cutting is hurtful?

A. If the manufacturer expresses himself in favor of price cutting, it would antagonize the many retailers who are opposed to cut prices.

On the one hand, the manufacturer gets the benefit of his product being sold at a lower price, and on the other hand suffers the antagonism of the retailer who is not a price-cutter, unless the demand for the advertised product is so strong that the dealer must serve the customer, even though he sells the product at a cut price.

At a rough estimate, except in the case of some of the very well-known advertised products, I should say that there is a small percentage of them that are sold at so great a price cut as to make the dealers generally antagonistic toward selling the product. A cut of 2 or 3 cents on the 25-cent product is very generally accepted; a cut of 10 cents is resented by the retailers generally.

Q. Are there other angles of price cutting on the part of the retailer that react favorably or unfavorably to the manufacturer of advertised goods?

A. If the price of the product is maintained at 25 cents, or whatever else the price may be, it opens the door for the retailer to offer substitutes at a much lower price, resulting in the loss of sales to the manufacturers of the advertised

products which are usually sold at a higher price.

* * *

In the final analysis of the subject of price maintenance, the retailer loses the profit to which he is entitled by price cutting, and the purchaser benefits.

The manufacturer of trade-marked products is in this position: Is it to his benefit to have the price cut on his product so that the price will be brought down to meet competition on similar unadvertised commodities sold for the same purpose and to help create a monopoly for the advertised product? This results in the antagonism of many of the retailers.

Or is it to the advantage of the manufacturer of advertised products to have the price maintained, and secure the good-will of the great majority of the retailers?

Of course, if the retailer had his own way about it, he would like to sell products of his own with which no trade-marked name is identified, so that if the product is satisfactory to the purchaser it results in his becoming a steady customer of the retailer for such product, and the retailer does not take the same chance as he does with the advertised line, which the purchaser can buy anywhere, on a basis of price competition.

As it is the retailer who started price cutting, it is the retailer who can stop it, but I am sure there is no way of organizing the retailers so that there would be concerted action on their part not to cut prices; and even if it were possible, it could not be accomplished on account of the anti-trust laws, unless the NRA makes it possible.

What I have said has shown the disadvantages and the advantages of price cutting, and I think it would be hard for anyone to say if the interests of the consumer, the retailer and the manufacturer of advertised lines were best served by price maintenance, or to decide whether or not price maintenance is good or bad.

If I decide to get a string of pearls, I go to Tiffany, knowing that I am going to get real pearls. The money I might save in going

The Evening and Sunday Sun-Telegraph in Pittsburgh

are indispensable media to National advertisers who seek maximum coverage in this *Billion Dollar Market!* These newspapers should head the list of "must" schedules for the Pittsburgh district. Over 90% of the Evening Sun-Telegraph's total circulation is concentrated in the 30 mile City and Suburban Trading Area, and almost fifty per cent of the total evening newspaper reading audience depend upon the Sun-Telegraph for the most complete reporting of Local, National and International news, together with the finest array of Features obtainable!

And in the Sunday field, the Sun-Telegraph has overwhelming circulation dominance over the entire Pittsburgh Market!

The Pittsburgh Sun-Telegraph

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

to some unknown retailer on a side street would later on be more than wasted when I had to hire an expert, first to tell me whether they were really pearls, then to appraise them properly, and then very probably to hire another expert to tell me whether the expert I had hired in the first place was really an expert or not.

The advertised trade-marked product protects the public against substitution of inferior products claimed to be just as good. However, there are a few products which are sold at an outrageously high price, notwithstanding that the retailer handles them with little profit—and likewise there are some products on which the price is cut and the retailer sells them without profit, which gives the consumer greater value than would be possible with unidentified products on which the retailer is not so apt to cut below a price that gives him a good profit.

It is admitted that in the early days of advertising there were many advertised lines, especially patent medicines, that were sold at a very high price and in which the cost of the ingredients was prac-

tically nil, the bottle and the cork being the greatest cost. It was only a matter of time when they would have gone out of existence, whether or not the retailers cut prices.

Likewise, there were other products besides patent medicines, the price of which was altogether too high and the cost of which was but a very small part of the price, and on which too it was only a matter of time when they would have gone out of existence, whether they were cut or not.

There are still other products that are being advertised and sold under these conditions that will not survive for the same reasons.

Today it is admitted and acknowledged that to advertise and market a product successfully, it must have merit and value. There has been the same improvement and development in the selling of advertised trade-marked products as in all other businesses, and it is high time that the public be educated to the fact that because a product is trade-marked they pay no more for the name than the guarantee that goes with the product is worth.



Poor Richard Honors Franklin

"Advertising Shows the Way to Prosperity" was the slogan around which the Poor Richard Club of Philadelphia built its annual banquet held on January 17, to celebrate the birthday of its patron saint. An advertising pageant, acts by the Poor Richard Players and other entertainment stressed the power of advertising to aid in the restoration of prosperity.

One feature of the dinner was an hour's broadcast, between midnight and one a.m., to Rear-Admiral Byrd in "Little America."

Howard C. Story was director general of the committee in charge of the celebration.

Has Libby Canadian Account

Libby, McNeill & Libby of Canada, Ltd., has appointed McConnell & Ferguson, Ltd., Canadian agency, to take over all Libby advertising activities in Canada.

Death of J. J. Manning

John J. Manning, for twenty-five years president of Manning Brothers, Detroit advertising photographers, died recently.

Farm Publishers Elect

B. Morgan Shepherd, vice-president of *Southern Planter*, Richmond, Va., has been elected president of the Agricultural Publishers Association. He succeeds W. C. Allen, publisher of *Dakota Farmer*.

Other new officers are: Vice-president, P. E. Ward, publisher of *Farm Journal*, Philadelphia; secretary, Clifford V. Gregory, editor-in-chief, *Prairie Farmer*, Chicago; treasurer, Dr. Tait Butler, vice-president and editor, *The Progressive Farmer and Southern Ruralist*, Birmingham, Ala.

Neff Laing, manager of *Pennsylvania Farmer*, Pittsburgh, was elected to the board of directors. Victor F. Hayden continues as executive secretary.

Appointed by Johnson Paper

Benjamin F. Faulkner has been appointed manager of the sales promotion and advertising department of the Johnson Paper Company, Cincinnati.

Has Distiller's Account

The American Distilling Company, New York, has appointed the New York office of the Mitchell-Faust Advertising Company to direct its advertising account.

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Branded Beer Meets an Obstacle

IF you publish this," said the writer of this article, "I would like to have it anonymous—I don't want to appear as soliciting brewers' accounts." The situation outlined is an anachronism; it presents a curious challenge to the modern system of merchandising.

By an Agency Vice-President

A RECENT PRINTERS' INK article mentions that "in one of the largest States the practice of placing outdoor signs advertising beer is prohibited entirely." Since the publication of that article, this State—New York—has prohibited *all* signs, indoor as well as outdoor.

From 60 to 70 per cent of the beer sold in this same State is on draught—which means it cannot be labeled. How then is the brewer who makes a good beer going to identify it for the public? The public can identify it only by taste, or by signs and placards. The latter means of identification, says the State, must now come down.

Now, as an "outsider" so far as the beer business is concerned, this impresses me very strongly as placing the brewers under a handicap which is perhaps without precedent in the field of advertising. I don't know whether the brewers themselves realize it, but this makes modern merchandising and advertising of beer almost impossible. Let any advertising man ask himself where advertising would be today, if advertised products could not be identified at the point of sale, and he will agree with me.

Not many manufacturers have been confronted with a problem quite like this one.

Prohibited by law from advertising at the point of sale, the brewers of the State in question are actually placed in the position of the producers of a half-century ago when crackers were sold out of a barrel, candy out of a big glass jar behind the counter, and merchandise generally was not known by any brand names. This State is reported as doing 25 per cent of the beer business.

I don't know who, in the last analysis, is responsible for this situation. I suppose that the State authority would wholeheartedly blame the brewers. Brewery executives would doubtless reply that the State is interfering unnecessarily in their business. What I do know, as an advertising man, is that a serious and almost unheard-of handicap is set up for advertising in the beer industry. It is almost as if the right to trade-mark one's product were taken away. Even the sellers of bulk merchandise have in numerous cases been able to identify their products—Blue Coal, for instance. But you can't color beer so it will come out of the tap blue, green, red and so on.

It is up to the advertising profession and the media owners to ask themselves how they can conscientiously recommend large advertising expenditures to brewers who have lost the right to put their names before the public at the point of sale. The action of this one State will very possibly set a precedent for others to follow. When three-fourths of your production can't be distinguished in any way from the next fellow's, what's the use of copy writers sitting up nights?

Yes, the brewers can furnish glasses or coasters, with brand names, instead of signs—but undoubtedly these will sooner or later be subjected to the same treatment as the signs.

I can understand the attitude of the State in question, which wants to clean up racketeering and dirty merchandising tactics which, it is claimed, are a "hang-over" from the Prohibition era. But I can't see how a cheaply printed placard

or an announcement card can be used as much of a "lever" by racketeers. The consequences of the regulation which drives all brand names under cover would seem actually to encourage dirty merchandising tactics, rather than improve matters.

Ponder for a moment the effect this has on substitution. Psychologically, it is an invitation for the retailer to pay no attention to well-known brands and to be less critical of quality. More inclined to shop around for his beer.

The display of a particular brand name, or names, by the retailer is a commitment on his part to maintain a certain recognized standard for the quality of beer he sells. By displaying a sign he goes on record before the public, along with the brewer, to live up to the prestige enjoyed by the brewer whose name he displays.

The removal of all display material is the removal of this standard. There is no longer any commitment on the dealer's part. No longer the feeling of responsibility that one gets from a statement in writing. The implication for the dealer is that all beers are pretty much alike anyway. He naturally begins to lend an ear to price inducements or credit inducements. He is a better subject than ever for the racketeer who wants to unload cheap "rot-gut."

Price cuts and credit inducements, psychologically banished by NRA codes, are nevertheless being held in check only by "moral suasion." We all know that in spite of the NRA there has been, only within the last few weeks, a recurrence of bitter price wars in a number of fields. Anything encouraging price-cutting in the beer business is especially unfortunate at the present time, and the prohibition of identification of beer would certainly appear a step in this direction.

Like the code itself, the display sign or placard is an instrument of moral suasion, for it puts the retailer on record publicly as to the kind of beer he sells. State regulation in this one important case has removed this force of moral suasion,

and it seems to me that its action invites cut-throat competition.

And here's another thing—the removal of beer signs isn't exactly going to further the impression that beer is a respectable drink. When a big State starts taking down beer signs, the inferences to be drawn are likely to hurt the cause of beer. Taking down beer signs isn't so far removed from hiding the sale of the product behind swinging doors.

The State may feel its ruling on signs aids the little fellow, and we all know there are many "little fellows" who have, perhaps more rashly than wisely, gone into the brewing business. But signs and placards are one of the very few ways in which the little fellow can advertise, inexpensively. This means of advertising should be open to him if other means of advertising are left open to the big fellow.

Pushing the Case Instead of the Keg

Now when it comes to the big fellow and his advertising, it must be admitted by the majority of brewers that they have done very little in the particular State in question, or in other States, to put beer in the home—as opposed to putting it into the dealer's establishment. Identification by the public is a difficult problem regardless of signs, when three-quarters of one's output is sold in bulk. The bottle with its label is a valuable means of advertising. It cannot be faked short of downright fraud. One wonders why more brewers don't push the case instead of the keg. The home is the best place in the world to have beer.

I suggest consideration be given (1) by the State in question to modifying its prohibition of signs; (2) by the brewers, large and small, to the maintenance of the fair prices that I understand are now prevailing; (3) to directing their merchandising plans more toward the public than toward the dealer. If the public is with you, other difficulties are of trifling importance—it makes no difference whether it's beer, or cheese or autos.

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YOU KNOW, HELEN, HOUSEHOLD RECIPES ARE ALWAYS GOOD!



She's a home-maker this small town woman

AND it takes a different kind of magazine to win her loyalty, her enthusiastic support. The small town woman is living where she is by preference. It was a matter of selectivity—she preferred that mode of living. The small town is not a matter of geography—**IT IS A STATE OF LIVING.**

The **HOUSEHOLD MAGAZINE** for that reason cannot be, and is not, just another woman's magazine. It hasn't any hit or miss circulation. It goes right straight to the woman who wants that kind of magazine. Analyze the editorial departments, compare them page by page with the scores and scores

of magazines that make their principal appeal to city women and have the bulk of their circulation in the cities.

Fiction in **HOUSEHOLD**? Yes, the very best there is, being awarded in 1933 the highest honors in the magazine field. The O. Henry Memorial Awards and the O'Brien Awards came to **HOUSEHOLD** this year just as they did in 1932. In fact, **HOUSEHOLD** over a three-year period has the best rating of any woman's magazine by these two eminent authorities. **HOUSEHOLD MAGAZINE**, Topeka, Kansas. Arthur Capper, Publisher.



**IF YOU SELL THROUGH WHOLESALERS,
YOU HAVE SMALL TOWN DISTRIBUTION**

Bermuda Fights Whispering Campaign

NEWSPAPERS in New York, Philadelphia and Boston have been carrying daily insertions of small advertisements reading: "Your \$ Buys Full Value in Bermuda," with a footnote stating that the advertisement is authorized by The Bermuda Trade Development Board, a department of the Bermuda Government.

These advertisements have been published for the purpose of correcting popular misconceptions about the purchasing power of the American dollar in Bermuda. Although Bermuda is a British colony and sterling is the legal tender, American and Canadian currency are accepted throughout the islands. Hotel rates have always been payable in dollars while a survey made by shoppers employed by the Bermuda board showed that goods

sold in shops are also purchasable in dollars with advantage to the buyer as compared with prices on the American mainland.

However, when a contrary impression began to spread and travel agents began to complain that prospective travelers were saying that they imagined "the dollar was worth only sixty cents in Bermuda," the Trade Development board decided to fight this wrong impression by explaining the situation in advertising.

Bookings on the Bermuda steamships and for hotels have increased sharply since the first appearance of the advertisements several weeks ago, it is reported. Similar announcements will be made in all Bermuda magazine and newspaper advertisements during the present season.

Death of A. B. Frizzell

Albert B. Frizzell, co-publisher of the *Minneapolis Star*, died last week, aged forty-three. In 1919 he purchased the L. K. Lee Advertising Agency of St. Paul which, as the Frizzell Advertising Agency, was moved by him to Minneapolis in 1928 and, since that time, has been conducted by his brother, Frederick L. Frizzell.

In 1923 Mr. Frizzell purchased *Farm, Stock & Home*, later merging it with the *Northwest Farmstead*. He sold *Farm, Stock & Home* and *Northwest Farmstead* to the Webb Publishing Company in 1929.

In 1924 he became associated in the purchase of the *Minnesota Star* which subsequently became the *Minneapolis Star*, of which he was co-publisher and treasurer.

Has Mower Account

The Worthington Mower Company, Stroudsburg, Pa., has appointed the Tuthill Advertising Agency, Inc., New York, to direct its advertising. This company is planning its largest advertising campaign, using magazines and direct mail.

Heads "Insurance Field"

R. W. Conde is now president of the *Insurance Field*, Louisville, succeeding Young E. Allison, Jr., resigned. Mr. Conde has been vice-president, secretary and general manager and has been with the paper for nearly twenty years.

India Tea Adds 100 Papers

More than 100 newspapers throughout the United States are to be added to the schedule heretofore used to promote sales of India Tea, according to the India Tea Bureau, New York.

This newspaper advertising is to be expanded both in size of space and number of markets. Schedules drawn up include large space advertisements in addition to the usual small copy in weekly insertions.

A schedule also has been prepared for regular insertions in hotel and restaurant publications. Magazines are also included in the campaign, while the Bureau will in addition expand the work it has been doing through cooking schools.

Paris & Peart, New York, direct the advertising of the Bureau.

New Chicago Art Studio

Feldkamp & Malloy is a new advertising art business at Chicago, with studios at 225 North Michigan Avenue. Principals are George Feldkamp and Frederick M. Malloy, both of whom were formerly with Young, Timmins & Smith, of the same city.

Appoints Gumbinner

L. C. Chase & Company, New York, distributors of Goodall products, including Chase Seemlo carpets, Chase Velmo, upholsteries and Leisher draperies, have appointed the Lawrence C. Gumbinner Advertising Agency, New York, to direct their advertising.

Result Getters in Sales Letters to the Dealer

Satisfactory Openings Are Rare and Timeliness as a Theme Is Often Badly Overdone

By B. F. Berfield

IN up-State New York there is a hardware dealer who saves all the letters that come through his mail which he thinks have any possible interest from the point of view of effective or destructive salesmanship. The letters are, of course, a mine of information as well as an occasional treasury of horrible examples.

Once or twice a year it is pleasant to run through these letters not looking for anything in particular except to find out what made the better letters stand out from the rest of the mail. Recently, I performed my semi-annual inventory. The results are hereby set down with no effort at continuity.

* * *

How refreshing it is to come across a letter that commences its selling without any of the preliminary sparring which so frequently stops the dealer before he gets a chance to read the real sales message.

It has always puzzled me why so many letter writers think that sparring is necessary. Perhaps they are not quite sure of their sales message and think that it needs a little advance-agent work before it is introduced.

The real reason is probably this: The most difficult thing to write, whether it be an article, a short story or a letter, is the first paragraph. Letter writers being conscious of this fact, eventually build up certain formulas which they use repeatedly. Most of these formulas eventually work out to the disadvantage of the sales message.

A successful letter writer once told me that one of the lessons he had to learn was that a snappy beginning does not always mean a snappy letter. It was his idea that

if you can get a snappy beginning and a snappy letter you have a "natural." On the other hand, if the idea to be chosen to start the letter is strained the letter loses all of its punch.

* * *

A nice case in point is a letter from a radio manufacturer who ordinarily writes excellent messages to the dealer.

In this particular letter, which was written last fall, the writer decided evidently that something timely was called for. Therefore, he immediately launched into a long and somewhat involved football paragraph which allowed him to talk about the fact that the company had picked its all-American model.

The idea was excellent but in its execution the writer became so involved in football terminology that by the time the reader got through the message he had learned only two things—one, that the company had brought out a new product and the other that it was offering a prize for display. Of course, the reader did learn that there are football teams at several of our leading colleges.

In sharp and pleasant contrast was another letter, from the same gentleman, in which, since he had no particular analogy in mind, he started immediately by saying that the company was pleased to announce a new series of broadcasts. To be sure there was no color or analogy but the letter was to the point and although it occupied two pages where the football letter occupied only one, it was read with much more interest by the dealer.

* * *

S. C. Johnson & Sons, Inc. is a consistent user of letters to dealers. But seldom in this company's

letters is there shown any attempt to strain to get off a letter. The result is that the average dealer picks up these letters, gets the sales message immediately and is ready to make decisions or take action.

Perhaps the best example found in this dealer's mail of a letter that starts off without any waste of time is one from the Bunsen Oil Burner Corporation of Hartford, Conn. Its opening sentence is this:

"The largest single contract for range oil burners ever placed has just been awarded to Bunsen by The Standard Oil Company of California."

There is nothing spectacular about this opening but it is as effective as it is brief.

* * *

This almost automatically brings up the point of the headline salutation; that is, the use of a two or three-line sales message in place of the usual salutation.

More and more companies are using this in place of a badly filled-in personal salutation. The average dealer can no longer be fooled into believing that he is getting a personal letter just because it happens to be addressed to him by name. As more companies realize this they are using sales headlines rather than salutations.

With a good headline the device is excellent. It fails frequently, however, when a writer starts out with the perfectly good idea of using headlines and then stubs his toe immediately by using a salutation which is uninteresting or pointless.

* * *

Fortunate is the manufacturer who can use some kind of swatch with his letter. In going over this retailer's mail it struck both the retailer and myself that a swatch is one of the few fool-proof attention arresters.

Sales letters that were crudely written or crudely planned got attention when a sample of material was attached to them. Sometimes this material was cloth, at others it might be a piece of tin but, in every case, the dealer picked up

the letter looked at it and fingered the swatch.

One of the oldest selling axioms is, "If you can get your merchandise in the prospect's hands, it is half sold." In sales-letter writing it is almost an axiom that if you can put a swatch on the letter the letter is at least half read.

Occasionally, advertisers who seemingly can make no adaptation of the swatch idea by the use of a little ingenuity are able to do so. There is, of course, little use in going to great expense to work out some form of swatch merely for the sake of having it but where the idea can be used ingenuously it is excellent.

* * *

In the current inventory of letters were a number of holiday greetings. Most of them were not worth the paper they were written on. I found that in many cases while the retailer appreciated the spirit behind the letter he also, subconsciously, resented the time taken from his business—which is at its peak during the holiday season—in order to read the letter. The result was that the conscious appreciation and the subconscious irritation about balanced each other.

Several companies take care of this by sending holiday letters not during the height of the season but after Christmas. At this time the dealer is feeling pretty good after a busy season and also is resting up. He has his inventory to think about but as a rule he is taking things easy. He then has the leisure to read the holiday messages.

The most effective messages are those which are short. The dealer had several which took a full page and by no stretch of the imagination would be read through by any but a very small percentage of dealers.

In one case the manufacturer forfeited an opportunity to get a sales letter read by starting it out with a full paragraph of holiday greetings. The dealer naturally assumed that it was just another greeting letter and put it aside.

* * *

One thing that was interesting

..... *in the*
FRONT RANK
in Jewelry
and Drug Store Advertising

JEWELEY and drugs . . . advertising of widely divergent appeals . . . one a luxury . . . the other a necessity . . . yet the Pittsburgh POST-GAZETTE delivers results for both.

During 1933, the POST-GAZETTE not only led all standard-size, metropolitan, morning newspapers of the country in jewelry advertising, carrying more than twice the volume of the second newspaper, but the POST-GAZETTE has carried more jewelry advertising copy than it did during the same period of 1930, 1931 or 1932.

And, in retail drug advertising, only three morning newspapers in the United States led the POST-GAZETTE. Furthermore, the Pittsburgh department stores, during the past year, used more copy for their toilet goods and drug departments, in the POST-GAZETTE, than in any other Pittsburgh newspaper.

Here is a striking demonstration of flexibility of appeal which carries its own comment on the varied demands as well as the size and importance of the POST-GAZETTE audience. It is a market essential to the success of any Pittsburgh advertising campaign . . . from automobiles or aprons to lorgnettes or laundry soap.

PITTSBURGH
POST-GAZETTE

LARGEST circulation of any Pittsburgh Daily newspaper

*One of the really GREAT
 newspapers in the United States*

PAUL BLOCK AND ASSOCIATES
National Advertising Representatives

Chicago . Boston . Detroit . New York . Los Angeles . San Francisco . Philadelphia

Another Year of LEADERSHIP in SYRACUSE

For many years leader in circulation and advertising, in 1933 the JOURNAL again led all Syracuse papers . . .

In ADVERTISING

First in RETAIL Advertising

With Leadership in Foods, Furniture, Jewelry and Other Important Classifications

First in GENERAL Advertising

First in AUTOMOTIVE Advertising

First in FINANCIAL Advertising

First in TOTAL DISPLAY Advertising

In CIRCULATION

First in CITY Circulation

First in SUBURBAN Circulation

First in TOTAL Circulation

The Syracuse JOURNAL

Now in its TENTH year of Circulation Leadership
NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

to note about the holiday letter was that in several instances these letters were signed by presidents of companies although throughout the entire year the dealer had been hearing from a sales or advertising manager.

The dealer reasoned that obviously the president didn't sign the letter himself and the chances were ten to one that he did not even write it. He felt that it might have been far more effective if the man who had been corresponding with him consistently had signed it.

* * *

One little paragraph stuck out in a letter which the dealer had saved since last September. It was not a form letter but was personally dictated by Roger A. Poor, lamp advertising manager, Hygrade Sylvan Corporation.

It said, "It seems good to hear from your concern again and I hope that you're busy. We certainly are."

Not only is that a pleasant ending to a letter but also it's a not particularly subtle suggestion that business is getting a lot better everywhere.

* * *

As was to be expected, a great deal of the mail this dealer has received during the last few months has dealt with such Government activities as the NRA, the CWA and others of Al Smith's alphabet soup combinations. Some of them were good; some of them were mediocre; some of them were pretty terrible.

The most useless were those, of course, that told the dealer it was his patriotic duty to buy merchandise. The most successful were those which demonstrated clearly and simply that renewed Government activity meant greater sales opportunities for him.

It is a fact, however, that in most cases the use of some action of the Government as a basis for a letter was not particularly successful.

* * *

This brings up the question of timeliness.

It is a fair enough assumption that a letter dealing with some

timely subject has a fair chance of being read. Too often, however, the writers of these letters do like the writer of the football letter already mentioned; that is, they plan so hard to use the timeliness feature that they lose most of the value of their sales message.

One excellent use of current events was found in a postscript of a letter signed by C. M. Lewis, division manager, the Sherwin Williams Company. It read as follows:

"P. S. CWA orders are arriving—445 gallons received from Billington of Canajoharie, New York and request for price on 1,200 gallons from our agent at Kingston, New York."

* * *

One type of letter that was fairly common in this particular inventory was that which was an effort to revive a sleeping account. Like many other dealers in the country, the retailer who showed me these letters has been forced by the pinch of circumstances to concentrate his purchases with the result that he is not buying from a number of sources of supply from which he purchased liberally back in 1928 or 1929.

A number of these companies in going over their lists of customers discover the fact that this dealer is not buying from them any more and write him letters asking him what the trouble is.

At a time when the reason for the somnolence of the account is usually so obvious some of the excuses offered in these letters are so inept as to be almost laughable.

Undoubtedly now is an excellent time for many companies to go over their lists of former customers and do everything that they can to revive old accounts. The percentage of returns from such letters will probably be higher during the next few months than it will be for a number of years again.

On the other hand, extreme care and caution must be used in writing such letters. Any single manufacturer, of course, sees only his own letters. If he could see the letters that are received by the

retailers he would realize that the large majority of them fall into a simple pattern.

This pattern is as follows:

First, they point that the company is concerned that the dealer is not doing business with it.

Second, a request for the dealer to tell the company why.

Third, some suggestions for reasons why the dealer is not buying any more.

Fourth, a modest statement that the letter is not a sales letter and—

Fifth, another request for the dealer to write.

That formula was used exactly by three different companies writing to this dealer. Probably it is excellent if no substitute can be found. The chances are, however, that there are plenty of substitutes for the letter writer with unusual ingenuity.

+ + +

Trouble as a Copy Theme

WHAT to do in its institutional series the morning after a serious pipeline break had cut off consumers for hours was the delicate question that confronted officials of the Memphis Natural Gas Company recently.

One morning at 5:30, a weakened section of the 447-mile pipeline blew out. Twelve hours later, the break had been repaired and normal pressure restored. Meanwhile Memphis newspapers had clarified the break in flaring headlines.

+ + +

New Scranton Agency

William A. Schautz has opened offices in the Chamber of Commerce Building, Scranton, Pa., to conduct an advertising business. He formerly was advertising director of The May Company, Baltimore. Associated with him are Howard W. Long in charge of production; Dale Woodward, art director, and Mildred Hauser, copy writer.

Adams Joins Benton & Bowles

James S. Adams has resigned as vice-president and assistant to the president of the Johns-Manville Corporation to join Benton & Bowles, New York advertising agency, effective February 1. He has been elected a vice-president and will work closely with Mr. Benton. Mr. Adams at one time was with the former Geo. L. Dyer Company.

Starts Photography Subsidiary

The Advertisers Engraving Company, Providence, R. I., has started the Advertisers Studio as a photographic subsidiary, in charge of Avery Lord, formerly with Underwood & Underwood and recently with the Providence *Sunday Journal*.

Elected Bank Directors

Roland F. Walker, advertising manager of the Cities Service Oil Company, Max Unger, vice-president and sales manager of the Printz-Biederman Company, and John H. Dippel, of the Canfield Oil Company, all of Cleveland, have been elected directors of the American Savings Bank of that city.

Has Distillery Account

The Readville Distilleries, Inc., Readville, Mass., has appointed Louis Glaser, Inc., Boston agency, to handle its advertising. Business papers and consumer publications will be used in a campaign for Club Royal Dry Gin.

Joins Insurance Group

Clark W. Smithman, editor and business manager of the *Keystone Motorist*, Philadelphia, has resigned to become advertising manager of the Camden Fire Insurance Association.

With Campbell-Sanford

C. F. William Bamberg, formerly with Station WHK, has joined the Cleveland office of the Campbell-Sanford Advertising Company as account executive.

Windsor Agency Appointment

C. B. Stenning has been appointed general manager of the Walsh Advertising Company, Ltd., Windsor, Ont.

UP!

in advertising
lineage -

August	ahead	13.5%
September	"	9.7
October	"	34.4
November	"	15.0
December	"	37.8
January	"	42.5

Editorial acceptance
invariably is reflect-
ed in advertising
growth!

NATION'S BUSINESS

Washington

Study of Dealers' Needs Underlies This New Product

Answer Is High-Price Unit to Sell Through Selective Distribution

IN 1933, with the major trend of the musical reproducing instrument industry toward products the size of a cigar box, a new business entered upon the scene. It set out to manufacture and market a product that would sell in the \$500 bracket. It also set for itself a plan of selective dealer distribution and is achieving this particular goal almost entirely through the use of direct mail. There has been some supplementary use of business-paper advertising.

The company is the Pan Harmonic Corporation, organized as a subsidiary of the Smith Cabinet Manufacturing Company which has long made the cabinets for, among others, General Electric, Zenith and Stromberg-Carlson receiving sets. The men at the head of the new company have years of experience in the radio and phonograph field. They have seen instruments, individually and in combination, offered to the public at times when it seemed that anything could be sold, regardless of price.

Then, with the public ready to buy new and higher-priced instruments, more and more new manufacturers entered the field, competition grew keener and more bitter, the production of varied models confused the public, price wars began and the industry finally found itself, for the most part, concentrating on very small models of low purchasing price.

Distribution spread itself out from dealers with proud records as musical-instrument houses to include radio service shops, garages, hardware, drug and cigar stores, and other outlets where one would little expect to find an understanding and appreciation of music. But through this cycle there were people who loved good music and who wanted instruments that would give them the best and there were distributors ready to fill these

wants. They, including those manufacturers who endeavored to make products of the first grade, were handicapped by the rapidly changing market.

All these developments were carefully weighed by those who have formulated what is the Pan Harmonic policy of operation. No price was determined until engineers had developed a product which, it was felt, could be marketed as a first-grade instrument in performance and appearance. The instrument decided upon required a selling price of about \$500.

Deciding on the Type of Recordings

The next step was to determine the type of retailer through whom the unit could best be sold. A price of \$500 these days for a combination phonograph-radio makes its sale look like a piano sale—and dealers have to know how to sell a \$500 item. A list of selected dealers was prepared, covering communities with a population of 50,000 people or more. Each dealer was known to be the leading music dealer in his territory, best equipped to handle the product and able to finance the sale of a high-price unit. He was to be guaranteed exclusive representation and protected from a repetition of any experience that he might previously have had in taking on a new line, only to find himself being exploited by nearby competition which had also been persuaded to stock the new line.

The list, as prepared, contained about 300 names. To this list went a letter acquainting them with the Pan Harmonic. At the same time space was taken in musical trade papers formally announcing the new product and carefully designed in typographic arrangement to convey the atmosphere of prestige which was desired.

Copy reviewed the history of the

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product's origin. "Such a product," the trade was told, "writes its own merchandising ticket. Any experienced quality dealer who recalls the golden age of music merchandising and has lived through the modern tin age—could sit down and write out the proper trade policy for Pan Harmonic."

*Copy Summarized
Details*

Some of the details were listed. Copy set them forth in the following straight-from-the-shoulder summary.

Exclusive representation. No quotas. No preferential discounts. Liberal service guaranteed. Direct sales to dealers. Protection. These are some of the basic factors with which all quality dealers will check.

The first letter in the direct-mail series announced the company's dealer representation policy and stressed the exclusive selling feature. A second letter extended to him an invitation to take over representation in his community. After interested dealers had investigated the product and found that it measured up to what was claimed for it, they wanted some additional protection. They wanted something different to talk about other than a new phonograph-radio combination.

A new principle of reproduction had been evolved so a new name was coined to describe it. This was the generic term, Metaphone. The name did not mean anything to him but, psychologically, it was important because it gave the dealer a talking point with a fresh idea.

Dealers also wanted to know about price protection. They were told that the retail price would be \$495 and that dealers could not afford to sell it for less, as the maker declared on a little tag which was affixed to every set. Discount to dealers was set at 40, 10 and 5 per cent for cash, and applies to every dealer regardless of quantity purchased.

The fact also was stressed that only a limited number of sets could be made. Small production of a

custom-made product, dealers were told, was their insurance that they would handle a distinctive product, one that would not glut the market, and of which they could buy only one unit at a time. It was felt that much of the sales strategy would be lost if a dealer was asked to invest more than \$260 at a time, even though he might be in a position to invest more money.

Psychologically, this restriction re-inforced the company's major policy of price protection. With only one instrument in stock, the company is able to insist upon its provision that no Pan Harmonic is to be displayed in any room with any other phonograph or radio instrument.

To encourage owners to use the instrument phonographically, the company has worked out a record service. This service brings to every purchaser a selection of the finest domestic and foreign recordings. He gets a total of fifty-eight records during the year at no expense. The purpose of this offer is threefold. Many dealers today are not carrying full supplies of recordings and even, where these are available, Pan Harmonic owners might not be qualified to build up a qualified library if left to their own devices. In the course of a year not only is there laid the nucleus of a worth-while library but the owner is given the means of learning how to enjoy his instrument to the utmost.

*Will Develop Sales
of Recordings*

And last, by stimulating his appetite for good music, the ground is being laid for developing a customer who will make it more profitable for dealers again to carry larger and more selective stocks of recordings.

The first invitation to dealers to take on the new product was made about six months ago. With 300 dealers on the list, the campaign has already succeeded in signing up 100 dealers who qualify and who, in turn, see merit in the new product. The direct-mail campaign to dealers was initiated in advance of production of all but a few

units. Now that units are being distributed to those who signed up early, there are signs that the quota of dealers will soon be completed. The country is being covered sectionally. In one month one-fifth of the objective was reached and it is expected that plans will materialize so that the program laid out will be accomplished by June, 1934.

A direct-mail campaign to bring the Pan Harmonic to the attention of prospective owners is now under way. The first piece, it was felt, should not show the instrument itself, as this might lessen the prospect's desire to hear it. The aim of the campaign series is to get the prospect into the dealer's store. There are three mailings, the second of which is deliberately planned to make a poor showing so as to give the prospect

a chance to get out of his system any desire he might have to throw some part of the literature in the waste basket.

The dealer pays for this series at the rate of 35 cents a name. If it brings no response, then the dealer is instructed, because of the type of people with whom he is dealing, to write a personal letter and send them an elaborate book, beautiful in typographic arrangement, yet not ornate. It is in the spirit of the Hepplewhite design of the instrument itself. Five of these books are furnished to a dealer with each instrument. It is reasoned that, on a percentage basis, out of every 100 people he classes as prospects, he knows five who should be sure to come in on his invitation and recommendation. This book gives the first picture of the instrument.

* * *

Harper Method Goes to Consumer

PRODUCTS of Martha Matilda Harper, Inc., Rochester, New York, are to be sold in drug and department stores. Heretofore they have been used in the 500 odd Harper Method Shops for hair treatment.

A test campaign was put on in Dayton, Ohio, and now distribution is being obtained in New York City. Joe Gartan has been appointed sales manager in charge of the New York sales and merchandising activities. To assure

definite and liberal profit to the trade as well as protection to the Harper Shops, a price stabilization program will be introduced.

Initial advertising, in four New York newspapers and in a popular weekly, will feature the company's hair tonic as the basis of its treatment, used for forty-five years in Harper Shops. A booklet, enclosed in each carton, gives instructions for home treatments. Stores will be provided with window displays and counter cards.

* * *

Advanced by Disston

Walter H. Gebhart, assistant manager of industrial sales for Henry Disston & Sons, Inc., Philadelphia, has been made manager of that division. Ernest Query has been appointed sales manager of the hardware department.

New Account to Dreher

The Minard Company, Framingham, Mass., proprietaries, has appointed Monroe F. Dreher, Inc., of Newark, N. J., as advertising counsel.

Appoints Gale & Pietsch

Gale & Pietsch, Inc., Chicago advertising agency, has been appointed to handle the advertising of Suds-A-Lot, Inc., Joliet, Ill. Newspapers are being used.

On Fox River Paper Staff

John Owen, formerly with the Fraser Industries, has joined the sales staff of the New York office of the Fox River Paper Company. He formerly was with the American Writing Paper Company for many years.

A. B. Johns Promoted

A. B. Johns, advertising manager of the Elizabeth Brewing Corporation, Elizabeth, N. J., has been promoted to the position of director of sales and advertising.

With San Mateo "Times"

Earl McCallum has been appointed general manager of the San Mateo, Calif., *Times*.

4 YEARS

THIS HAS BEEN GOING
ON . . . LEADING *all the morning
and evening papers in the United
States publishing week-days only . . .*



Newark's importance as a major American market can not be disputed. When merchandise simply *had* to find consumers, advertisers *knew* where appeal would meet response. For the past four consecutive years The NEWARK EVENING NEWS has published more advertising than any other morning or evening newspaper in America—publishing week-days only.

Newark Evening News

St., Newark, New Jersey. EUGENE W. FARRELL, Business & Advertising Mgr. O'MARA & ORMSBEE, INC., General Representatives. New York, Chicago, Detroit, San Francisco, Los Angeles.

News Copy in Business Papers

American Bemberg Gets Maximum Attention by Taking a Cue from the Tabloids

"ALTHOUGH I am a great believer in the power of advertising," says Ernest C. Morse, manager of the Co-operative Merchandising Department of the American Bemberg Corporation, "I am a bit skeptical when it comes to believing that all advertising is receiving the reading we perhaps think it is."

It is this constructive skepticism that lies behind the technique being employed by American Bemberg in a series of advertisements which have just started in business papers in the men's and women's wear field. This series has been designed to obtain a maximum of attention value out of a limited appropriation. The answer was found in the use of what may be called a "news" type of advertisement, frankly taking its cue from the successful news type of presentation of the tabloids. "Without question," says Mr. Morse, "our first advertisement in this campaign has caused more comment in the trade and has created more interest in our product than any other single advertisement we have published."

Bemberg is a synthetic yarn, differing from other synthetic yarns in that it, exclusively, is made by the cuprammonium process which makes it especially suitable for the "stretch-spinning process" allowing the production of a filament of extreme fineness and high quality. The fineness of the filament allows more filaments per thread.

With this as its talking point, the new series is using one photograph in each advertisement to draw an analogy which will explain its story in a dramatic rather than technical fashion. The advertisement reproduced shows a photo of

two of the main cables of the George Washington Bridge and compares the principle of their strength with that of Bemberg yarn; another advertisement shows the difference in speed between a racing horse and a racing car, over the caption, "Man Beats Nature," and then goes on to show that the synthetic process of making silk rivals the silkworm in making fibers.

Another photograph in each advertisement features a character by the name of "Betty Bemberg" and adds a human-interest touch. In the first advertisement, the photo shows Betty after she has just taken a spill on a pair of roller skates. The copy reads:

"Betty Bemberg says, 'This hurts me more than it hurts my panties. They're made of Bemberg and be-

BEMBERG IS BETTER

NO SQUINKS FROM DISSATISFIED CUSTOMERS WHEN YOU SELL QUALITY FABRICS OF THIS YARN

*No Damage from Spontaneous
No Melting or Glazing under a Hot Iron
Wash and Dry Clean without
Special Precautions*

A SECRET OF STRENGTH

Look at the mighty cables of the George Washington Bridge. What is the secret of their strength? Look at cross section [left]. In each cable there are 61 individual strands—each strand is made of 60 individual wires. Fine wires and many of them—that's the answer.

Now look at cross section of Bemberg yarn [right]. It has the same number of individual wires and many of them. Bemberg has finer filaments and more of them than any other man-made yarn.

BETTY BEMBERG

Betty Bemberg says, "Don't mess me under the pretense. I'll give you a thrill in my new party frock. The fabric is made of Bemberg and it's soft as a kiss... but it will last longer. See me just as soon as you get a day—let me measure and measure. Try Bemberg on your customers—they'll come back for more!"

AMERICAN BEMBERG CORPORATION

*200 Park Avenue, New York
1500 Madison Avenue, New York*



FIRST in OHIO

in Paid Advertising in 1933

Under all conditions . . . in good years and bad . . . The Columbus Dispatch has continued its Ohio Leadership in volume of paid advertising ever since comparative lineage figures have been compiled for Ohio newspapers.

Ohio's "BIG TEN"

1. Columbus Dispatch . 10,669,274
2. Akron Beacon Journal . 10,175,761
3. Cleveland Press 9,919,386
4. Cleveland Plain Dealer . 9,444,996
5. Cincinnati Enquirer 9,274,436
6. Cincinnati Times Star 9,271,300
7. Dayton News 8,795,009
8. Akron Times Press 7,880,364
9. Dayton Herald 7,875,250
10. Toledo Blade 7,486,324

During 1933 The Dispatch published 10,669,274 lines of paid advertising, which was 2,074,851 more lines of advertising than the grand totals of all other Columbus newspapers combined.

In The Columbus, Ohio, Market



*"95 Dispatches
for Every
100 Families"
in Columbus*

THE INDIANAPOLIS NEWS
INDIANAPOLIS, IND.

Dec. 11, 1933.

Mr. Gove Compton, Chicago Manager
The Printers' Ink Publications
6 North Michigan Avenue
Chicago, Ill.

Dear Mr. Compton:—We are glad to have your letter of December 9th in regard to the position of The Indianapolis News advertising in Printers' Ink Weekly. We know you will watch this matter very closely for us.

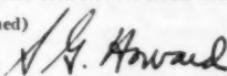
We can now tell you that for two reasons, we plan to return to a full schedule in Printers' Ink Weekly—52 pages during the year. We are doing this in the first place because of the apparent improvement in business generally and because conditions in Indianapolis are sufficiently good to warrant advertisers using increased space in the market. Secondly, we have the feeling that Printers' Ink editorial content will be so improved and interesting in 1934 that we can profitably spend more of our advertising dollars with you.

Of course, if business does not respond as we anticipate at this time, it will be necessary to reduce this expenditure later in the year. I know, however, that you will be interested in learning in advance that we have made plans to go through on the 52-time basis.

I am glad you plan to be in Indianapolis this week, and will be looking forward to your visit.

Very truly yours,
THE INDIANAPOLIS NEWS.

(Signed)



fbw

Manager Merchandising
and National Advertising.

Business is better for those who make it better.

The Indianapolis News does its best to make business better for itself by lifting its schedule in PRINTERS' INK for 1934 to 52 pages.

And the News should know what it's about for it has been one of America's outstanding

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Pages of advertising run each year by The Indianapolis News in PRINTERS' INK.

	<i>Pages</i>		<i>Pages</i>
1920 . . .	54	1927 . . .	52
1921 . . .	52	1928 . . .	52
1922 . . .	49	1929 . . .	63
1923 . . .	52	1930 . . .	64
1924 . . .	52	1931 . . .	56
1925 . . .	54	1932 . . .	43
1926 . . .	52	1933 . . .	37

ing newspapers in obtaining national advertising for over thirty years.

Publishers and others seeking to tell their story to the national advertising market might well follow the experience and example of the Indianapolis News. It drives hard after the *Merchandisingly Alert*—the live executives, sales and advertising managers who read P. I. Note its record above. Where could it better go to get business in 1934 than among these men who select markets and influence or decide media in those markets?

In the past five years the Indianapolis News has concentrated more of its advertising effort on the *Merchandisingly Alert* than on the readers of all other publications combined.

Evidently it knows how to get results.

lieve me, they can take it. I don't wear much underwear but what I wear, wears! Bemberg for me every time—it looks good and is as good as it looks. Try Bemberg on your customers."

It is planned to run one advertisement in this series every month addressed to dress manufacturers, fabric manufacturers and department store buyers. With the advertisements broken up into the entities described, each group will find something of interest in the series while the bold type of the headlines will always be there to get over the name to all groups.

Distributors Approve Mail-Box Ruling

Approval of the recent Post Office ruling concerning the non-delivery of extraneous matter in mail boxes was registered at a meeting of the directors of the Advertising Distributors of America at Chicago last week.

Ralph L. Goodman, of Big Four Advertising Carriers, Chicago, was elected president of the sales division. Other officers are: First vice-president, Roy Jean Blum, San Francisco; Roy Ziegenfuss, St. Louis; Arthur Adler, Philadelphia; and George P. Johansen are vice-presidents. Walter Burridge, Cleveland, was named treasurer and John B. Barry is executive secretary.

Directors are: George Ueber, Milwaukee; A. S. Crumbley, Atlanta; Merle Spandau, Pittsburgh; A. B. Weyl, Indianapolis; John F. Kelly, Cleveland; and Mr. Goodman and Mr. Johansen.

"Oral Hygiene" Appoints

Dr. Edward J. Ryan has been appointed editorial director of Oral Hygiene Publications, Pittsburgh, including *Oral Hygiene*, *Spanish Oral Hygiene* and *The Dental Digest*. He had been editor of the *Digest* for the last two years. Marcella M. Hurley has been appointed editorial assistant on *Oral Hygiene*. Ethel H. Davis continues as assistant editor of *The Dental Digest*.

Death of A. G. Brenton

Albert G. Brenton, publication director of the Metropolitan Life Insurance Company, New York, was killed recently in an automobile accident at Dothan, Ala. Mr. Brenton had charge of the preparation and printing of Metropolitan's promotional and sales literature and of the company's printing plant.

Joins Riddell & Young

Martin P. Tracy, formerly with Small, Spencer & Brewer, has joined the New York staff of Riddell & Young, publishers' representatives.

The American Bemberg Corporation, which makes only yarn, finds that it can reach its immediate customers personally. The advertising picks up from this point and reaches those groups who make fabrics out of the yarn, those who make the various types of clothing from these fabrics through to the store buyers of these products and the salespeople in the stores.

In addition another type of advertising in which clothing made of the yarn and the houses making it are featured with prices and other definite information regarding the articles will be continued.

Liquor Wholesaler Features Price in Copy

Two unusual features marked recent newspaper advertising for Three Rivers whiskey. It is the belief of the advertiser, the May International Corporation, New York, distributor of this brand, that its advertising was the first instance of a liquor wholesaler or distributor advertising an established retail price.

The copy also featured a certificate of purity. This was in the form of a seal which testified that the product had been analyzed and approved by a firm of analytical chemists, whose name also was given in the copy.

Further, the advertising copy itself was censored by the chemists who made the analysis.

New York Publishers Elect

J. Noel Macy, Westchester Newspapers, has been re-elected president of the New York State Publishers' Association. Also re-elected were: Vice-president, E. D. Corson, Lockport *Union Sun & Journal*; second vice-president, Burrows Matthews, Buffalo *Courier-Express*, and secretary, E. M. Waterbury, Oswego *Palladium-Times*. Harry G. Stutz, Ithaca *Journal-News*, was elected treasurer.

Increases Commissions

Where the date of beginning of full month service is January 1 or later, all billings for poster service to advertising agencies who are members of the National Outdoor Advertising Bureau will carry a commission of 13 per cent. The rate heretofore has been 12 per cent. The new rate will also apply to painted displays and electrical displays.

Gets Golf Ball Account

The Acushnet Process Company, New Bedford, Mass., has appointed Hirahon-Garfield & deGarmo, Inc., New York, to handle its advertising. Magazines and class papers will be used to feature the Acushnet Golf Ball.

WITH 144% increase in south-wide commercial advertising over the corresponding issue of 1933 the February 1934 PROGRESSIVE FARMER-SOUTHERN RURALIST carries the largest volume of advertising of any issue in more than three years. Ninety advertisers use all editions of this issue. And there is every indication of continued large increases.



Products

Ideas

Packs

Jane Cloud, Inc., New York, has introduced a line of beauty preparations. The line includes a perfume, face cream, toner, and liquid soap.

Domino Cane Sugar Dots is a new product. Available in 10-ounce boxes.

Dixie Vegetable Oil Oleomargarine is a new product. Available in 10-ounce boxes.

El Solyo is a new product. Available in 10-ounce boxes.

The Jane Cloud line is a new product. Available in 10-ounce boxes.

The Domino Cane Sugar Dots line is a new product. Available in 10-ounce boxes.

The Dixie Vegetable Oil Oleomargarine line is a new product. Available in 10-ounce boxes.

The El Solyo line is a new product. Available in 10-ounce boxes.

The Jane Cloud line is a new product. Available in 10-ounce boxes.

The Domino Cane Sugar Dots line is a new product. Available in 10-ounce boxes.

The Dixie Vegetable Oil Oleomargarine line is a new product. Available in 10-ounce boxes.

The El Solyo line is a new product. Available in 10-ounce boxes.

Thermoid Textile Company, Inc., is a division of the Thermoid Corporation, a new company with 20 years experience.

A NEW product is launched . . . an idea tested . . . an old line vitalized . . .

Scores of these developments are need every month over the whole field of view of business, many in your own field, as we receive more in unrelated industries. The from today's relationship of business, is important, each may be an opportunity to tie in your own sales and ties for new customers.

No wonder "What's New" in too wide a field of interest. **PRINTERS' INK MONTHLY** has been a widely read feature. Every month we scan the whole field of business for new products, ideas, packages, and

Eighty-six items are in the January issue, profusely illustrated.

This issue also contains: An article on how a sectional advertiser succeeded in branching out . . . a description of a plan that developed a line selling by dealers with a minimum inventory investment . . . what men should know about company

St. Louis "Star and Times" is a new publication as the "Star-Times" title was made in the interest of promotion.

25, 1934

Jan. 25, 1934

PRINTERS' INK

photo . . .

Photo

Campaigns

Personnel

Textile Company and Clark, Lovell, Inc. have announced the Alfred Daniels of London, New York. The firm will make

launched . . . the status of premiums
old line the NRA . . . etc.

MONTHLY is meeting today's
ments need with a graphic and fast-
ield of view of current trends. That
field, we receive such comments as
ries. One from Theodore Weicker, Vice
business, agent of E. R. Squibb & Sons, who
e an op-
sales a
MONTHLY if it cost ten times as

Newspapers too will find much to hold
has been interest in the coming issues.
very much not use the coupon?

PRINTERS' INK MONTHLY
Madison Avenue, N. Y.

the Jan
e send the January issue of PRINTERS'
MONTHLY and enter my subscription.
spect invoice for \$2 for a year. (For
: An and Canadian extra.)

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company

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Star and Times-Dialect News" for re-
sults is a new publication
in the news-
tion.

[Continued on page 52]



Let's Quit This Arguing about Space Buying

(Continued from page 10)

tisers properly? And many are trying. And isn't it just possible that such goings-on might have had just a tiny wee bit to do with some of the results secured by these advertisers?

Well! Well! Well! I'm sorry again; for I'm wrong again. Sounds like I was a space buyer again, doesn't it? But around these here United States there still remain publishers. Too many of them are in the red still trying to satisfy that mad desire of readers for their particular publication, but as yet they have found no satisfactory method of eliminating figuring machines from agency media departments.

One particular publisher has just sent a red hot note to his advertising manager, a part of which reads about as follows:

"If 'Space Salesman' doesn't get that P. & G. business from Max Hacker for us during 1934, he will be drafted in the unemployed army, and I don't mean maybe."

Too Much Back Scratching

The main trouble boys, and let's admit it, lies in the fact that all of us have become "softies," and Johnson and the NRA notwithstanding, we are getting "softer" every day. Too much back scratching—yes, entirely too much. And too much evasion, too much prevarication, too much bunk, and too much hooey. And from every one of us, user, buyer, and seller.

Some years ago the nit-wit writer of this was called into court by a Western judge to explain in a certain case what a space buyer was. He should have sent for a space salesman. After just about an hour and a half of the funniest conversation you or anyone else ever heard, the judge adjourned court and I quit buying space. Had this been a jury trial, and the jury

suddenly called upon for a quick decision, I'll bet a Roosevelt dollar against a thin dime that both the judge and this writer would even now be struggling in vain to free ourselves from the State Insane Asylum.

Now "Space Salesman"! What to do about it is a very simple procedure, and would better be done before Stuart Peabody's idea becomes a reality and is carried even further than he ever dreamed it could be.

First—Let every single one of us determine that we will quit what is nothing more than downright financing of more and more and more things we like to call advertising mediums. Certainly we should recognize new media, but let's make them produce the same proof that we are always demanding of the fellow who has for years held the bag.

Second—Many of you agency principals—whatever that means—have some real talent just bidding your time. You are either going to develop this talent or someone else is and there might come a time when it will be the advertiser. You can salvage such talent and do more for yourselves than you apparently now imagine, by clothing this talent with some Johnson authority. If you do not have such talent, and quite a number of you haven't, get it.

There are plenty of good men who know that it is miles and miles and miles from New York to the Rockies, and several more miles from there to the Coast. It's a long way because there is a lot of territory to cover and over this territory a huge gob of people live and roam and talk—and do they have funny ideas! But they spend money and buy things just as they do right here in New York City if you know anything about their likes and dislikes, and if you but will take the trouble to speak their language.

Hire a
idea o
from s
Intyre
men w
ideas
countan

Third—
how to
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as well
made n
not stra
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Hire a man or two who got his idea of where ham came from from some other source than McIntyre & Heath. Try one or two men who are human beings with ideas rather than certified accountants.

Third—You space buyers learn how to say "No" as well as "Yes." Most of the second calls, as well as the third and fourth, are made necessary because you were not strong enough to say "No" the first time. You'll find a lot of space salesmen rooting for you if you do, for they know that most of the time your "yes" don't mean anything anyway. And remember that an A.B.C. report with its wealth of information will never tell you whether a reader is white or black or red or yellow. It will never tell you whether a reader is a spender or saver. And just once in a while try reading a copy of the publication into which you are asking some advertiser to dump a huge lot of deflated dollars. That's what the reader whom you are trying to reach and influence buys it for.

Lunching with the Space Salesman

Fourth—You advertisers insist that Number Two be done, and keep on insisting. And when "Space Salesman" asks you out to lunch with the pretext "We won't say a word about you using my book" make him stick to his word. Here is the opportune time for him to tell you just exactly how he made that hole in one. He isn't going to give you much credit for the order anyway, for in some cases it just happens that your boss and his take an occasional drink together and that too is called space buying. And quit demanding absolute and final proof of everything that "Space Salesman" and your space buyer recommend. You know too well that such a fellow as Professor Tugwell exists, and some day someone may demand proof that you put in your containers what you say you put in them.

Fifth—You space salesmen might find a trip covering those miles and miles between New York and the Rockies and beyond a

profitable one to take. When you return you will have a great deal more to tell the space buyer than that you lost less lineage last year than your nearest competitor. Some space buyers have sense enough to find out that it wasn't but 100 lines after all. And while you are on that trip you might try the experiment of looking into some of the homes of some of your valued subscribers. It might shock you however to find out that some of them do not even know that they subscribe to your book.

Sixth—You publishers stop demanding that "Space Salesman" solicit everything in the agency. Go after every bit of it that you are honestly convinced you can produce for, and furthermore get it. If you are a magazine publisher don't force your representative to knock every newspaper campaign.

If you are a newspaper publisher please, oh please, lay off of this stuff of running fillers every opportunity you have stating that "John Goofus, President of the Goofus Gadget Company, at a luncheon yesterday stated that any manufacturer who used anything but newspaper space to sell his wares was just plain dumb or crazy." A friend of mine recently asked me just what was the matter with a certain prominent newspaper publisher who died several years ago.

I asked him why he thought anything was wrong. His answer was "Well, the paper he published did not fail in a single issue for over a year after he died to publish something about how great a man he was, and somewhere, I don't just remember where, I heard different."

And to all owners of media, please insist that your representatives at least allow the head of the agency sufficient room to get through his reception hall on the morning that PRINTERS' INK announces that he has just gotten a new account.

Seventh—to every blessed one of you and M.E. Quit some of this argument about the buying and selling of space for a while—at least long enough to do something about it.

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and if the plainly apparent threats against the profit system are not to be taken seriously, business men should know this also.

As it is, what stepping ahead they do is done only with due caution.

PRINTERS' INK doesn't believe for a minute that the Left idea is going to prevail. But there are sufficient fireworks and smoke to cause a general slowing up of the whole business machine. Advertisers, sturdily believing in the President, would be consistently aggressive right now were it not for this uncertainty.

They have a right to be told what they are up against—whether the extreme radical view is going to prevail or whether a decent workable system for the good of all will be had.

You Old Misleaders! Well, the two Generals—Motors and Foods—may as well come clean. They've been fooling the public too long. Hiding behind New York addresses! Pretending, on the one hand, that Buicks are built at Columbus Circle and, on the other hand, that Sanka is grown and roasted and ground and dehorned on Park Avenue!

If the Generals are discreet, they'll reform before they're reached by the Bureau of Animal Industry; and the bureau, believe us, is getting around fast.

We have recorded how irritated the B. of A. I. became over the advertising of the Jones Dairy Farm, which makes sausages. It appears that the issue was one of locale. Jones sausages, the bureau protested, weren't ground on any farm. Anyone with even half an eye could see that the sausage setting lacked even the conventional farm appurtenances. It had no mud; it had no ducks; it had no pig pen. Why, it lacked even a farmer's daughter, waiting, hope-

fully, for that traveling man to come along.

Having disposed of the Jones matter, however, the bureau, moving so rapidly that we scarcely can keep up, has attacked another farm-product situation far more complicated. It appears that some concern in the Middle West has been using a label portraying the Golden Gate against a background of tall cornstalks.

Now, aside from whatever violence such a picture might inflict upon the sensibilities of the aesthetic, such a label would seem innocuous enough. But the Bureau of Animal Industry saw that label and said, "No!" Why not? Because, the bureau patiently explained, corn doesn't grow that tall in San Francisco.

Well, it's just a question of time before such a bureau will spread its scope—just a matter of days, you might say, before it notices that General Foods and General Motors, both of which produce at least some of their products in Michigan, openly are advertising that their respective main offices are in New York.

And besides, Mr. Chester, Walter Baker is dead; and dead, also, Mr. Sloan, are Cadillac, La Salle, and Pontiac!

Lincoln, on Business To us of the present day, Abraham Lincoln became known, first, as a monument. To the eyes of our childhood, he was a man of granite who, with unswerving gaze upon some far-off ideal, stood steadfastly for the right.

Only as we grew older, only as we read those biographies that our school teachers seem never to have heard of, was the truth vouchsafed to us that he was great, not because he was so good, but because he was so human.

Only when we chuckled over the

stories that he told so well, only when we learned that on a historic occasion he delayed a Cabinet meeting to read to his jumpy Secretaries a rib-tickling passage from a ribald humorist, only when, for the first time, we pictured him prone and in tears upon the grave of Ann Rutledge, did we come to know him as one who excelled his fellow men not only in integrity and in righteousness, but also in sympathy and in understanding.

We call him the Emancipator, upon our memories and upon enduring bronze we have graven his address at Gettysburg. We have said of him, as said one who stood at his bedside when he died: "He belongs to the ages."

Yet once he kept a country store. To Denton Offutt, whose name, odd as it is, is remembered today only because Lincoln was his employee, he hired himself as helper; and for Offutt he served as clerk in a retail emporium at the small and unsuccessful settlement that was called New Salem.

Offutt failed; but Lincoln, after a whirl at soldiering in the Black Hawk Indian War—in which, as captain, he faced disgrace because virtually his entire company got drunk—and after a whirl at politics, in which he was defeated for the legislature—Lincoln tackled business again.

This time he launched himself, not as an employee, but as a proprietor. With a friend named William Berry he bought a store and the two embarked upon a mercantile career that was as lively as it was brief. Emulating his partner's former soldiers, Berry drank rum—and he drank not wisely, but too well, and, developing his respective hobby, Lincoln read books and told yarns.

The store, left to run itself, ran itself into failure: and the law came, and, gruffly, sold the stock to satisfy the creditors. But the sale fell short of that and Lincoln

said: "I shall assume the rest." He paid; and he paid in full; and the process took fifteen years.

Yes, our Emancipator, our first Presidential sacrifice upon the altar of service, was once a business man. Twice, in business, he went through the experience of failure. And now, at the approach of his birthday, we recall that experience only because it throws into higher contrast his achievements in other fields.

Yet, just as if he were a business leader of one generation speaking to the leaders of generations that were to follow him, he left for us a rule of conduct in business affairs. In an age in which some business tends to wax blatant, at a time when big industry signalizes its escape from near-extinction by a renewed defiance of the eternal code that sets human welfare above private gain, at a time when advertising tends to blare and to bulldoze, we as business men well may take to heart these words of our Abe.

"If you would win a man to your cause," he said, "first convince him that you are his true friend. Therein is a drop of honey which will catch his heart and which, say what you will, is the greatest highroad to his reason, and which, when once gained, you will have little trouble in convincing his judgment of the justness of your cause, if indeed that cause be really a just one."

"On the contrary, assume to dictate to his judgment or command his action, and he will react within himself, close all avenues of approach to his head and heart; and though your cause be naked truth itself, transformed into the heaviest lance, harder than steel and sharper than steel can ever be made, and though you throw it with Herculean force and precision, you shall no more be able to pierce him than to penetrate the hard shell of a tortoise with a rye straw."

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET
NEW YORK

A MARGIN of man-power, somewhat beyond production needs, is regularly maintained by this agency. That is one reason why we can render service with extra thoroughness.

Moreover, the policy of "creative reserves" means that normal growth in clientele is readily absorbed by a staff trained in advance.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

THE trouble with so many novelty ideas, particularly in the packaging field, is that they add so much extra cost to the container that the added investment does not pay out.

The Schoolmaster was particularly interested, therefore, in a package recently introduced by the Will & Baumer Candle Company to stimulate consumer interest in its birthday candles.

As can be seen from the picture, one face of the package shows a birthday cake through which can be seen the candles in their original colors. On the back is a cutout figure of a gnome running with a birthday cake. This figure can be cut out by the purchaser and set up as a decorative note on the table when the cake is cut. There is a place on it for the name of the child to be written in. The package is Cellophane-wrapped and is in three colors.

The significant thing about this idea is that it was added without any extra cost in the manufacture beyond such costs as are incidental for the artwork and making of plates for the original design. Those parents to whom the idea doesn't appeal will still get the birthday candles and those who do like it, obtain a little added value.

From the Schoolmaster's long experience he knows that it is this added value which frequently makes the sale.

* * *

While it's a little late to talk about the Automobile Show the Schoolmaster cannot forbear mentioning one of the worst features of retail salesmanship it has ever been his displeasure to witness.

Being of an inquisitive nature he likes to climb in and out of automo-

biles on all occasions. At the recent Automobile Show in New York City this was rather a difficult task inasmuch as the Grand Central Palace seemed to be full of climbers and lookers.

However, the Schoolmaster finally found a car that was not



overwhelmed with lookers and opened the rear door. Immediately he was greeted with a loud and raucous squeak as the unoled hinges protested such treatment.

Being of a helpful and inquisitive disposition he went to one of the salesmen at the exhibit and pointed out the defect.

"Oh," said the salesman, "that don't make no difference."

The Schoolmaster pointed out that in his own particular case it might make a lot of difference because he would assume that a car that squeaked on the floor of the National Automobile Show would fairly shriek when subjected to actual road conditions.

"Ah, that don't make no difference," repeated the salesman. "You ain't a typical buyer. And besides, you know, this is a special model. It ain't like the model that you will buy. This model was made special at the factory."

The Schoolmaster wandered

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sadly away from the exhibit thoroughly convinced finally that this particular make of car was one he did not want to buy if he could afford to do so. Certainly if a special-built body from the factory was unsatisfactory he would not want to take a chance on the road.

With all due excuses for the salesman on account of the crowd and the noise and the hard work there seems to be little reason why a man of this type should be retained in any sales capacity.

* * *

It has been with a degree of calm that amounts, almost, to come that the Schoolmaster always has listened to the criticism that "nobody, least of all any publisher, has found the way to merchandise books." To your mentor it has seemed that several publishers have been doing pretty good jobs.

After all, there really are two standards by which to appraise any merchandising effort. One of these is breadth and thickness—and cost—of scope. The other is skill. Not always does it happen, unfortu-

nately, that the biggest effort is the best.

Too often, for those of us who like to enjoy life as we go along, the Big Push is a ponderous thing, lacking in humor and lacking, besides—and this despite the captive psychologists—in human sympathy and human understanding.

On other occasions the Schoolmaster has quoted from the promotion literature of book publishers to cite instances of commercial candor. Here is another instance, this one from the trade announcement, for the spring and summer of this year, of the Modern Library.

The announcement, done in newspaper style, includes a story telling the trade that this month Modern Library is dropping seven titles, former good sellers and now not doing so well.

Says a paragraph explaining the dropping of a work of G. B. S.: "Bernard Shaw's 'An Unsocial Socialist' was never one of the highlights of the Modern Library. The editors frankly admitted that they included it simply because they could not get permission to reprint

LONG BEACH Retail Trade* Passes 1932...



DURING the Holiday Season*, department stores reported increases ahead of 1932 from 3 to as high as 29 per cent. This, in the face of the fact that a sixth large department store entered the field during the year! * This record is significant. It establishes a pace for 1934 which cannot be denied. Buying in all lines has quickened as the result of increased payrolls through public works, building construction which topped \$6,400,000 for 1933, industrial pick-up and commercial expansion.

Your West Coast appropriation is not complete without a coverage of this rich trading area through these two influential newspapers.

Press-Telegram and SUN

LONG BEACH, CALIFORNIA

MEMBERS: Audit Bureau of Circulations and the
Major Markets Newspapers, Inc.

National Representatives: WILLIAMS, LAWRENCE & CESSNER CO.
New York - Chicago - St. Louis - San Francisco - Los Angeles

A ONE-MAN ADVERTISING DEPARTMENT WANTS A JOB

For the small or medium-sized concern which knows the need of effective advertising, this man is built to order.

Just 30, with practical experience in all phases of advertising—copywriting—layout—artwork—typography—research—sales promotion—publicity.

Knowing media—for he has sold space in a national weekly—a leading motion picture publication—and a group of class magazines.

Having new, quick ideas—sound and salable.

Wanting a job that means real responsibility—with which he will have to eat and sleep. The future is more important than the salary.

Write "H," Box 161, care of Printers' Ink

FREE:—

● To Agency, Manufacturer, Retailer, or Whom It May Concern.

● Sales-executive, principal in direct-by-mail agency for the past 4 years, is FREE to make new connection immediately.

EXPERIENCED in creative planning—production, and the responsibilities of sales and executive management.

KNOWS HOW 1. to sell direct-by-mail ideas and service to others. 2. to sell goods for others through direct-by-mail. **HAS DONE BOTH.**

CAPABLE 1. of selling sound ideas to his own established contacts. 2. of taking complete charge of or assisting in your advertising and sales-promotion department, in all phases.

AGE 31, single.

SALARY incidental to right connection.

CREDENTIALS the very best.

WRITE HIM "G," Box 160, care of Printers' Ink.

any of Shaw's better known works. The dropping of 'An Unsocial Socialist' now probably means that negotiations are under way for the inclusion of a more popular Shaw title in the months to come. . . .

And the final paragraph touches on a house policy: "The Modern Library follows its usual practice by allowing dealers to return all unsold copies of the dropped titles for full credit. The mistakes were made by the publishers," says Mr. Cerf, "and we see no reason why the booksellers should suffer for them."

New Addresses

The Glicksman Advertising Company, now in the RKO Building, Rockefeller Center, New York.

Sneider-Richland Company, direct advertising and sales promotion, now located at 67 West 44th Street, New York.

Smith and Purdom, San Francisco agency, now located at 221 Monadnock Building, San Francisco.

Represents Women's Group

Mrs. Kathleen C. Keen, formerly with the New York *Times* and Chicago *Tribune*, has been appointed San Francisco representative of the California Women's Group, which includes *California Federation News*, *Ebell Magazine* and the *Friday Morning Club Magazine*.

Death of E. T. Dibble

Edward T. Dibble, president of the seed company bearing his name, died recently at Honeoye Falls, N. Y. A dirt farmer, Mr. Dibble made a sizable fortune by using advertising in developing his seed business.

ABILITY

Alert young woman—Christian—College trained. Unusual financial and advertising experience. Can relieve some important executive of all details of income management—stocks, bonds, dividends, tax returns. Fast stenographer and typist, A-1 Secretary; in addition to above. Highest references. Personality. "J." Box 161, Printers' Ink.

REPRESENTATIVES WANTED

Experienced—Those who can meet and sell executives. Write for a free copy of the **UNIVERSAL BUDGET** (a simplified, monthly system of household finances). Newest and most unique advertising specialty in America. Endorsed by home editors of America's leading publications. Earning possibilities unlimited. Territorial agencies now being allotted.

UNIVERSAL SYNDICATE, INC.
524 N. Milwaukee St., Milwaukee, Wisc.

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Classified Advertisements

BUSINESS OPPORTUNITIES

Adv. Solicitor with record in N. Y. Field wishes to expand representing magazines. Would consider joining Publishers' Representative bringing one publication into organization. Box 632, Printers' Ink.

CHICAGO REPRESENTATION

Selling over a million dollars of space in Chicago and Vicinity proves my ability. No cap pistol, but a seasoned man of forty who can talk to executives with ease and conviction. Only high class medium considered. Gentle. Lifetime references. Box 633, P. I., Chicago Office.

HELP WANTED

New Monthly Mail Order Publication in Chicago territory requires services of suitable person of either sex in sub-editorial and general capacity. Box 623, Printers' Ink.

Assistant for Sales and Advertising Manager of a large eastern corporation. In not over a two-page letter outline accomplishments, particularly referring to sales promotion work, references and salary desired. Box 626, Printers' Ink.

Artist—Versatile enough to do figures, commercial objects, lettering, color. Will exchange working space for specified time on roughs, layouts, etc. Will contribute some finished art monthly. Write, enclosing few proofs, to Box 622, Printers' Ink.

Copy—merchandising man wanted by aggressive medium sized Cincinnati Advertising Agency. Must be college man and of pleasing appearance. Should be able to handle campaign from development of merchandising plan to signing of insertion order. Send photo, samples of work, references, qualifications. Your answer will be strictly confidential. Write, Box 624, Printers' Ink.

DIRECT MAIL MAN

Progressive mgtr. near N. Y. C. wants man of experience. He will produce ideas and follow right thru with layouts, copy, etc. His records must show "profits" and stand strict investigation. State age, religion and everything—fully. Confidential. This is 1 job out of a thousand. Box 634, Printers' Ink.

WANTED: CREATIVE COMPOSITOR. Large established Western New York printing plant has opening for a man to do actual composition himself and make layouts for others. Must have original ideas and experience on very fine work—a student of typography. Excellent opportunity to develop into nice position. State Age, experience in detail, when and where acquired. Send samples of work and salary desired to start. Box 630, P. I.

POSITIONS WANTED

SEASONED ADVERTISING DIRECTOR Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35. Box 620, P. I.

Just a hack writer . . . but punch in the pen, ideas up his sleeve, and what it takes to step up specialty sales. 15 yrs. on 3 good ad. and ed. jobs. E. P. H., 702 E. 9th St., Sterling, Ill.

ONE MAN AD DEPT. 6 years active newspaper production and space selling. Live copy . . . snappy layouts. Moderate salary. Box 621, Printers' Ink.

EXECUTIVE—DIRECT SELLING. Former Gen. Mgr. leading manufacturer. Advertising, merchandising, sales promotion. Inaugurate, operate profitable direct-selling department. Full, part time. Box 631, Printers' Ink.

INTELLIGENT YOUNG MAN, mentally-alert, wants job in advertising department of national advertiser or with an agency. Hard worker, ambitious, with plenty of drive. Wants an opportunity to learn advertising and merchandising. Box 635, Printers' Ink.

ADVERTISING MANAGER AVAILABLE about March 1st. Broad experience U. S. and Europe in Advertising and Sales. Good executive, pleasing personality, creative, merchandising ideas and experience. Agency experience. Now Canadian Advertising Mgr. for American Subsidiary. Age 33. Box 627, Printers' Ink.

UNIVERSITY GRADUATE, 23, four years' experience in advertising, publicity for agency and manufacturer, now employed by latter, seeks wider opportunity. Knows copy, layout, typography, production of direct mail, trade paper advertising. Experience in sales methods and control. Can interview anywhere in Midwest. Salary \$45. Box 629, P. I.

MY LETTERS ARE SELLING

a half million dollars' worth of merchandise *every year*—5 year record—Thoroughly experienced in supervision, production layouts, folders. Proven merchandising ability qualifies me to serve you. University graduate—29—a woman, but don't hold that against me.

Box 628, Printers' Ink.

THIS MAN CAN MAKE YOUR NEWSPAPER PAY MORE!

A business manager whose ideas, plans, push, economy and skill has made his paper pay in spite of the fact that the town in which he operates has steadily lost stores, industries and trade, wants a more up-and-coming field in which to work with a publisher who wants his paper to yield a more generous return on its investment.

This man knows all phases of newspaper work. Can you offer him that bigger opportunity which will also mean greater success for you too, Mr. Publisher? Address Box 636, Printers' Ink.

Canners' Code

POLITELY, but with no inconsiderable firmness, the canning industry continues to hold aloof from the proposal of a master code for the grocery industry. In the face of a not exactly veiled hint at the hands of other food interests that the canners were being obstructionists in getting the food code business settled, the convention of the National Canners Association at Chicago last week adopted a clear-cut resolution directing its administration to continue its efforts toward securing approval of a separate code for the industry.

On the opening day of the convention, the directors of the canners' association were presented with a joint resolution of the other major grocery groups—including the National Association of Retail Grocers, the National-American Wholesale Grocers Association, the Food and Grocery Chain Stores Association, the National Retailer-

Owned Wholesalers and the National Voluntary Groups Institute. This recited that the code for distribution in the manufacturing field is being delayed by the National Canners Association and made a "most urgent request" for the "practical co-operation of the canners" to end this obstruction immediately.

The canners' resolution comes right back at some length and asserts the food code delay is attributable to causes other than their efforts to obtain an individual code, which efforts, moreover, they most certainly intend to keep up.

Another action of the meeting was the adoption of proposed marketing agreements controlling production and setting minimum farmers' prices for the staple crops for presentation to the AAA. These are outside the code, being negotiated as contracts with the Secretary of Agriculture instead of as laws under the NRA.



Clark Again Heads Agency

C. P. Clark has resigned as vice-president of the General Shoe Corporation, Nashville, Tenn., to again become head of C. P. Clark, Inc., Nashville advertising agency which he formed in 1927. He will continue as a director and member of the executive committee of the General Shoe Corporation.

Appoint Campbell-Sanford

Advertising for Kraco Milk Sugar Feed, manufactured by the Kraft-Phenix Corporation, and for the products of Park & Pollard, Buffalo, N. Y., is being handled by the Cleveland office of the Campbell-Sanford Advertising Company.

With Baltimore Agency

Frank Orchard has joined the staff of Van Sant, Dugdale & Company, Inc., Baltimore, as an account executive. He formerly was with Erwin, Wasey & Company, New York, and the Gardner Advertising Company, St. Louis.

Advanced by Carnation

A. J. Izzard, formerly president of The Izzard Company, Seattle, who joined the Carnation Company last May, has been promoted to Western advertising manager. C. E. Paulson who was recently appointed assistant advertising manager by Carnation, has been made an assistant sales manager.

Has Suds-A-Lot Account

Gale & Pietsch, Inc., Chicago advertising agency, has been appointed to direct the advertising account of Suds-A-Lot, Inc., Joliet, Ill. Newspapers are being used.

Directs Chi-Namel Sales

William O. Jennings has been appointed general sales manager of The Chi-Namel Company, Cleveland. For a number of years he was district manager of the Pyrene Manufacturing Company at Chicago.



GIBBONS KNOWS CANADA



“ “ “ “ **ARE YOU
BUYING PRINTING or
PRINTING SERVICE?**

*A*LMOST anyone can offer you printing these days. But it takes years of experience to build an organization to give printing service such as you receive when you place an order with Charles Francis Press.

*A*ND, strange as it may seem, it costs no more to buy Charles Francis Press printing service than to buy just printing. If you have been buying just printing, it will be a new and pleasant experience to let us show you what we mean by printing service. Why not let us demonstrate it to you on your next printing job?



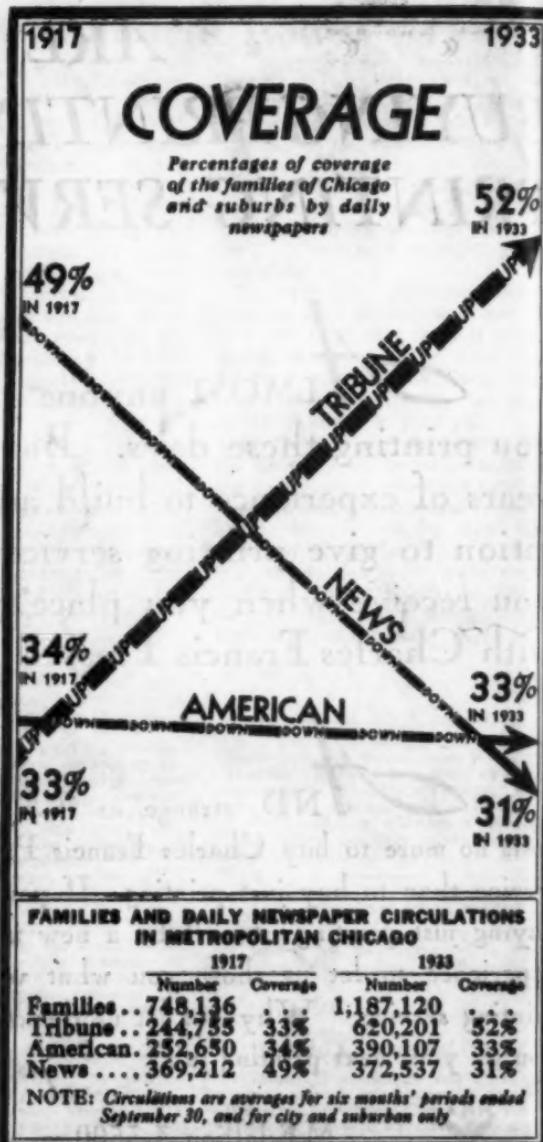
MEDallion 3-3500



CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

THE CHICAGO TRIBUNE IS READ BY 620,000 FAMILIES IN CHICAGO AND SUBURBS ALONE. THIS IS 59% MORE FAMILIES THAN ANY OTHER CHICAGO DAILY NEWSPAPER REACHES—AND IS PRACTICALLY THE ENTIRE METROPOLITAN MARKET FOR ADVERTISED GOODS TODAY.



Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER